

**1996 Census  
Communications  
Evaluation**

**Évaluation des  
Communications  
du Recensement de 1996**



**VOLUME 1**

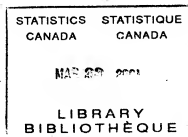


Statistics  
Canada

Statistique  
Canada

**Canada**





## **1996 Census Communications Evaluation**

## **Évaluation des Communications du Recensement de 1996**

**May / Mai 1997**

1. The first part of the paper discusses the importance of the study of the history of the United States. It is argued that a knowledge of the past is essential for a full understanding of the present and for the development of a sound perspective on the future.

2. The second part of the paper deals with the role of the individual in the history of the United States. It is shown that the actions of individuals have often been decisive in the course of the nation's development, and that the study of their lives can provide valuable insights into the character of the American people.

3. The third part of the paper examines the influence of the environment on the history of the United States. It is pointed out that the physical features of the country have played a major role in shaping its development, and that a study of the environment is essential for a full understanding of the nation's history.

4. The fourth part of the paper discusses the role of the government in the history of the United States. It is argued that the actions of the government have often been decisive in the course of the nation's development, and that the study of its history is essential for a full understanding of the present and the future.

5. The fifth part of the paper deals with the role of the economy in the history of the United States. It is shown that the development of the economy has been a major factor in the nation's growth, and that the study of its history is essential for a full understanding of the present and the future.

6. The sixth part of the paper examines the influence of the culture on the history of the United States. It is pointed out that the values and beliefs of the American people have played a major role in shaping the nation's development, and that the study of the culture is essential for a full understanding of the nation's history.

7. The seventh part of the paper discusses the role of the military in the history of the United States. It is argued that the actions of the military have often been decisive in the course of the nation's development, and that the study of its history is essential for a full understanding of the present and the future.

8. The eighth part of the paper deals with the role of the foreign relations in the history of the United States. It is shown that the actions of the United States in the world have often been decisive in the course of the nation's development, and that the study of its history is essential for a full understanding of the present and the future.

9. The ninth part of the paper examines the influence of the technology on the history of the United States. It is pointed out that the development of technology has been a major factor in the nation's growth, and that the study of its history is essential for a full understanding of the present and the future.

10. The tenth part of the paper discusses the role of the education in the history of the United States. It is argued that the actions of the educational institutions have often been decisive in the course of the nation's development, and that the study of its history is essential for a full understanding of the present and the future.

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## Introduction

Although Canadians have a long tradition of being cooperative in the completion of their Census forms, Statistics Canada went into the 1996 Census collection period aware that they are not immune to the anti-Census/anti-survey sentiments experienced in many other countries. We expected to encounter greater difficulty than ever before in convincing people to accurately complete and promptly return their Census forms. Such was not the case. There was overwhelming public support for Census information for informed decision-making by both governments and the private sector, and to help individual Canadians to understand the social and economic changes occurring throughout their country. Our mail response rates increased from 1991 although all accumulated wisdom told us that rates should go down. Indeed, the vast majority of forms were in our hands within ten days of the Census. Collection operations were completed some six weeks ahead of the date achieved in the 1991 Census, within budget, and with the expectation of improvements in data quality.

During our preparations, we were encouraged by the extraordinary support and cooperation we once again received from the private sector and all levels of government. The Census relies very heavily on the public communications support provided, without remuneration, by governments, businesses, ethnic and cultural groups and community organizations of all kinds. In fact, our estimates indicate that Canadians received about 350 million messages about the Census from supporters. This widespread support is invaluable, both in dollars saved and credibility gained. It is clearly a reflection of the importance that is attached to Census data.

Public communications activities, combined with a paid advertising campaign, targeted media relations and careful operational preparations, proved successful. Although there was some limited resistance because of the time required to answer the questionnaire and the nature of some of the questions, some 86% of households completed and mailed back their household forms within three weeks.

The media were also very supportive throughout the country. Not only did the Quebec media not sound a separatist note against the Census, we, in fact, received strong support from such well known journalists as Claude Picher. The new question to enumerate the visible minority population became the most publicized issue in the 1996 Census, particularly in the western provinces. A small number of journalists and politicians encouraged people to write in

inappropriate responses, such as “martian”, to this question. However, initial assessment of responses indicates that negative media coverage appears to have had very little impact on data quality.

In 1996, we drew attention for the first time to the fact that people had to fill in their Census forms because it was the law. In past Censuses, we emphasized that the Census was a civic responsibility of benefit to all Canadians and only explicitly specified the legal requirement in dealing with delinquent respondents. Our change in strategy was based on the advice of focus groups, who told us that they wanted to know up-front about the legal requirements. We included that information in the Chief Statistician’s message on the front of the questionnaire and in all the public relations materials. Although we received a few complaints about “threats”, overall, this message seemed to have a positive effect on our high response rates.

Statistics Canada is keenly aware of the concerns of respondents about privacy and confidentiality. In the 1996 Census, we tested a new collection method which saw Census forms mailed to respondents in urban areas and delivered by Census Representatives in rural areas. All completed Census forms were then mailed back to a District office rather than to the local Census Representative. The test-site for this new method (Centralized Edit) was Eastern Ontario, and to date, results are promising. If all works well, this method could be introduced nationally for the next Census in 2001.

## **1. Mandate**

The Census Communications group, which was composed of staff situated in Ottawa and in each of the five regional offices, was responsible for providing a proactive communications program to generate wide public support for the census during the enumeration stage. The program was both creative and cost-effective, while maintaining a positive and non-partisan corporate image of Statistics Canada.

## **2. Objectives**

Wide public support for the census was essential to achieve a goal of timely and precise returns (Appendix 1). Non-response represents a major financial burden to census collections. The Census Communications program generated public support for the collection activities through activities which:

- increased knowledge of the Census, its rationale and its benefits, thereby instilling a favourable attitude among Canadians that the census is worthwhile, necessary and that it is in their best interests to participate;
- motivated Canadians to return their census forms quickly and accurately so that a level of public support measured by the mail-back returns is at least equal to the level obtained during the 1991 Census;
- reassured Canadians that Statistics Canada is dedicated to the protection of individual privacy and the confidentiality of data as provided for in the Statistics Act;
- reached difficult-to-enumerate groups with a view to improving response rates and data quality;
- anticipated controversial issues and diffused or re-direct them before a negative impact is created on the collection process.

### 3. Message

The message for the 1996 Census was simple: everyone counts for the census. Census communication materials concentrated on explaining why the census is important for a community or neighbourhood, a town, city or province, why it is important that everyone participates and, finally, that participation is a legal obligation. We also stressed the importance of completing the form accurately.

### 4. Program Components

The Census Communications program consisted of five components: third-party support; education; media; paid advertising; and, special target groups. None of the components standing alone could effectively create an awareness program that would have ensured that each and every respondent/household would know about the census but together, they created an extensive program that got the census message into 11.2 million households prior to May 14, 1996.

## 4.1 Third party support

Potential supporters which had either a wide client base or a large number of employees were contacted and asked to support the census. Contact was made by a letter signed by the Minister, the Chief Statistician, the 1996 Census Manager or the regional director.

The following organizations were contacted:

- national corporations
- regional corporations
- large national associations
- regional associations
- Constituency offices
- Federal Departments and Agencies
- Provincial and territorial focal points/ministers
- Municipalities

The supporter component enlisted the voluntary support of corporations, associations and government. To promote the census, all supporters were asked to use the census message in their regular communications with clients and /or employees. Response was excellent. By Census Day, support had reached approximately 350 million hits (number of messages about the census to reach the general public) compared to a total of 186 million hits in 1991.

The enthusiasm and interest in the program was overwhelming and very seldom was a "hard sell" required to obtain support. This was due in part to the nature of the census and to the fact that the census provided all necessary materials free.

Types of support included:

- mail-outs to client groups (bank and credit card statements, pay cheques, water, gas, hydro and cable bills)
- messages on products (ATMs, sugar bags, milk cartons, margarine, trains, bus transfers)
- outside promotions (banners on buildings, bridges, roads)
- display materials (posters, bookmarks, decals)
- articles in newsletters, weekly newspapers
- proclamations by mayors or city councils

## **4.2 Education Program**

The education component concentrated on teaching and informing students about all aspects of the census. A 1996 Census Teacher's Kit, based on the successful 1991 Kit, was developed to promote the 1996 Census as a special event and to provide information on why we do a census, how a census is conducted and how the data are used. It was distributed to approximately 14,000 educators across the country by request only. In fact, requests continued to come in well after Census Day.

Eight activities were developed. All were classroom tested in English and French by teachers across the country. All of the materials necessary to complete an activity, including charts, tables and data, were included with the activity. Activities for ESL and FSL classes were also developed. These components were very important because many students, who speak, read and understand English or French better than their parents, were the ones completing the census form.

An Adult Basic Education activity was also produced. It was used by many teachers in the adult second language classes in 1996 to alleviate any fear that students had about the census.

## **4.3 Media Program**

Because the census is news, Statistics Canada usually receives excellent coverage from the media. Media Relations staff in Ottawa and the Regions contacted daily, weekly and specialty print media in English and French and in a multitude of ethnic languages to get editorial coverage wherever possible. As well, radio and television cable and network media will be contacted for news stories and possible interview opportunities to ensure that everyone was aware of the upcoming census. Coverage was excellent.

Census News Briefs were prepared and distributed nationally to assist staff to monitor coverage and, where appropriate, react quickly.

## **4.4 Advertising Program**

The 1996 Census advertising program used print, radio and out-of-home media placements. All ads (except the early enumeration advertisements) featured the yellow census envelope with the stylized people from the census logo. The advertising campaign was split into three phases with the pre-census phase starting on May 11 and running to

May 14, the post-census phase starting on May 15 and running to the 21 and contingency ads starting around May 22 and running until clean-up had been completed.

It was decided not to use television in 1996 because of the high production and placement costs as well as an increasingly fragmented market.

#### **4.5 Special Target Populations**

This included those groups where undercoverage was high in the 1991 Census (young men and in some areas young women between the ages of 18 and 30), immigrants, non-permanent residents, people who speak neither English or French and Aboriginal people. Specific programs and materials were developed for each of these populations through collaboration with collection staff to effectively deal with these groups and their many unique differences.

#### **4.6 National/Regional Programs**

In addition to the national component, there are five regional communications programs for 1996: Atlantic, Quebec, Ontario, Prairies and Pacific.

The regions had full responsibility for the development and implementation of third-party support, media relations and special target population programs. The weight put on the component depends on the characteristics of the region. Education and paid advertising were handled nationally.

**APPENDIX/APPENDICE 1**

**% MAIL RECEIPTS BY RO 1991 vs 1996**

**% QUESTIONNAIRES REÇUS PAR LA POSTE (par  
BRR) 1991 vs 1996**

	POPULATION		AGRICULTURE	
	1991 %	1996 %	1991 %	1996 %
Atlantic	81.9	89.0	72.0	73.8
Québec	88.0	87.2	81.2	78.7
Ontario	81.9	83.8	70.7	73.1
Prairies	88.0	88.5	82.5	82.2
Pacific	83.2	80.2	78.9	60.6
Canada	84.8	85.5	78.5	77.3



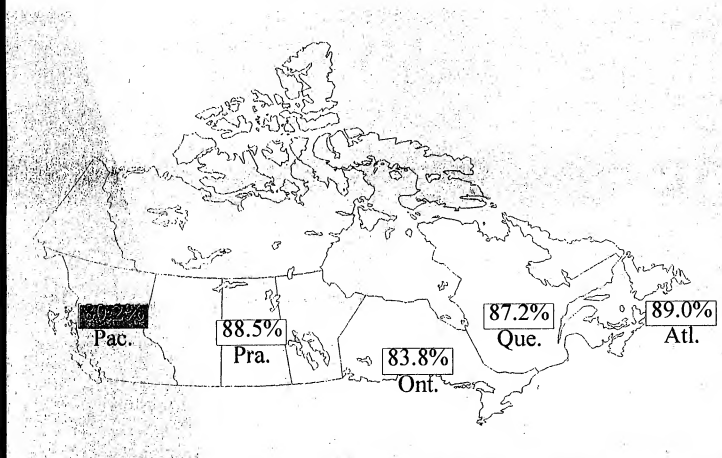
**1996 Census Collection - Collecte du Recensement de 1996**  
**Mail Receipts - Questionnaires reçus par la poste**



Forms 2A/2B Received as of Jun07 - Formules 2A/2B Reçues

Actual Population % - % Actuel de la Population

Benchmarks - Repères



Atl.	85.0%
Que.	85.0%
Ont.	80.7%
Pra.	85.0%
Pac.	85.0%

Total

Total

Can.

85.5%

Can.

84.0%

# Mail Receipts - Population - Réception du courrier

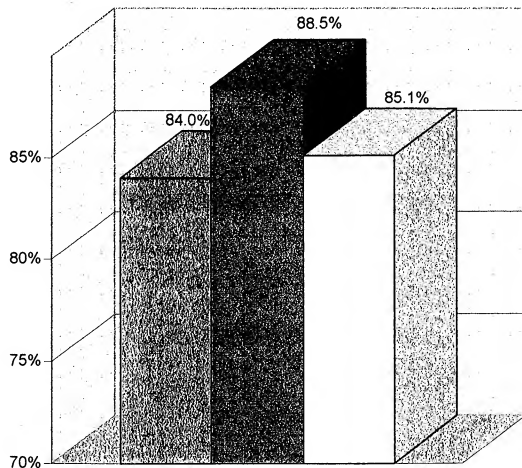


Chart 1

- ☒ Mailout - envoyé par la poste
- ☒ Enumerator Delivery - livraison par recenseur
- ☐ Total

Message / No Message - Population - Message / Sans Message

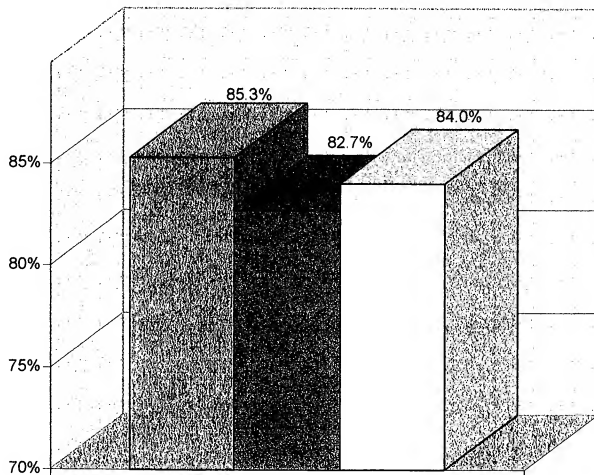


Chart 2

- ☐ Message
- ☒ No Message - sans message
- ☐ Total

**Overview of the 1996 Census  
Communications Program**

**Aperçu du Programme de communications  
du Recensement de 1996**



## **What we learned in 1996**

To encourage open and constructive discussions of the 1996 Communications program, evaluation meetings involving all staff were held in each region and in Ottawa. These six meetings provided an opportunity for the staff to identify issues and make suggestions about what worked, what didn't work and what needs to be fine-tuned for 2001. These comments were then reviewed by the senior management team in October 1996 which consisted of the regional communications managers, the three Ottawa task-managers and the communications project manager. The result was a decision record for the 2001 Census (Appendix 1).

The 1996 Census Communications successfully met its objectives. Within three weeks of the census, 85% of respondents had returned their questionnaires. Early indications are that data quality is better than in 1991. As well, the Communications program made a vital contribution to the clean-up effort. Without the development of special materials and paid advertising targeted to areas and people, clean-up would have taken much longer and been less effective. The following factors contributed to our success:

- experienced management level staff in all regions and in headquarters
- enthusiastic and dedicated effort on the part of all staff
- competent staff, able to take problems and come up with solutions
- close working relationship with collections staff
- excellent support from the private and public sectors
- very little negative media coverage

A list of Census Communications staff by region is included in Appendix 2.

Appendix 3 contains the executive summaries of each of the regional evaluation reports. The complete reports are available upon request.



## Appendix I

### Decision Record

1. The project should be re-named **Public Affairs** rather than communications to remove confusion with technology terminology.
2. **Staffs levels** should be evaluated to ensure responsibilities and duties are consistent with those normally delegated to each level. The IS 4 level specifically requires review.
3. Four months of additional funding for each region (24 months) is required to make the Census Help Line operational as of January 1, 2001. The earlier start would permit the use of one number for hiring, collection and communications enquiries.
4. Additional **funding** of about two months per region (12 months) is required in fiscal 1999/2000 to compensate for the elimination of funding from the Aboriginal Peoples survey.
5. **Legal message** works and should be repeated for 2001 in both public relations materials and in paid advertising.
6. **Budget**
  - continue to review material requirements - one image with smaller variety of materials to chose from - this works to reduce costs and ensure a consistent image in the public domain.
  - Census of Agriculture funding should be reviewed to ensure it covers activities or activities should be scaled back to reflect funding levels.
  - The regional communications managers should have the same level of signing authority as the regional census manager.
  - continue to share space with collections - no funding provided to communications project for this line-object.

- regional communications managers and task managers should have cell phones starting in January 2001.

## 7. Staffing

- job families/similar job descriptions should be used in regions and Ottawa.
- provide SoQs in advance for job families.
- IS staff should again be included in exclusion order.
- all information officers hired should be able to pass a standard writing test - Communications will develop testing tools - written test and role play

8. The **1996 Census logo** should be used again in 2001. It should appear only in the three colour format - red, green and yellow - when used in colour on public relations and paid advertising materials.

9. The **1996 Census logo** should appear in red only for the dissemination of Census of Population data. Census of Agriculture should use the green.

## 10. Materials

calendar	one only
covers	fall 2000
bookmarks	August 2000
order form	should be developed nationally - September 2000
T-shirts	2001 situation needs to be re-evaluated closer to that date
coasters	use heavier stock
Count Down Boards	don't need for Advisory Services
	should start "One Year to Go"
stamp	discuss with the Post Office - part of contract?
kit folders	use departmental folders and stickies
lapel pins	April 2000
mail inserts	regions - print small orders
	Ottawa - print all large orders
masthead	December 1996

postal slugs	StatsCan mail-rooms only
multilingual brochure	need summer 2000
newsletters	spring 2000
Agriculture poster	small
	large
poster frames	September 2000
national poster	spring 2000
northern poster	take Labrador and Northern Quebec as well as NWT into account in designing
northern PSA	take Labrador and Northern Quebec as well as NWT into account in designing
question booklet	gazetting
question poster	
repro sheets	August 2000 (expected to be replaced by electronic version)
static logo	larger size 8½ x 11 (static on both sides), oval
teachers kits	October 2000 - samples for promotion
tent cards	earlier
travel inserts	March 2001

## 11. Writing Unit

Generally all materials need to be in the hands of information officers earlier:

Questions and Answers	do in stages but have all information in regions by February 2001
Census Facts	December 2000
Style Guide	low priority but was used by staff
Training manual	need before staff come on - January 2000
SCAN special issues	need before staff leave - mid May 2001
Written material	keep same tone
	facts sheet topics okay - update 2001
	newsletters - good format - seniors and youth

12. **Status reports** on development and production of both design materials and written materials will be included in the weekly reports on supporter commitments.
13. The **video** featuring canned footage needed to be produced and distributed a lot earlier - January 2001.

14. **Collections Training manuals** should have communications information that stipulates that CDMs and CAMs have a responsibility to work with communications staff and to ensure that staff are aware of communication materials. In addition, Communications staff should be invited to CDM and CAM training to review what is available and appropriate usage.
15. **Advertising**
- split advertising budget - 35% before census and 65% after census.
  - use McKim rather than going through the whole process again.
  - develop a environmental/issue/challenges document format for each region to complete prior to briefing the agency.
  - develop a work plan for 1997 to 2001 which would cover advertising and background research are built into activities rather than left for the last moment.
    - What works, best bang for the dollar etc.
    - By region and target group
  - agency to develop national design - April 2000 (final artwork).
  - Out of home - reduce variety in each market - try to concentrate more on what works in specific market.
  - use radio for both ongoing and contingency, ethnic and agriculture.
  - Census of Agriculture should provide sufficient budget for promoting agriculture awareness.
  - develop booklet on information required from media during contingency period - print date, advertising closing date, etc.
  - if regions make deals - then regions gets all necessary approvals and pays.
  - hiring ads should be developed and placed by the ad agency.
  - ads should be regionally sensitive where appropriate (costs might prohibit this).

16. Mail response rates were very good in all regions. To retain this level, the communications program will focus on timing, streamlining and targeting for 2001.

### **Regional Differences**

#### **a) Atlantic Region**

- be co-located with collections
- start media in April
- focus on drop-off rather than Census Day
- focus on New Brunswick with staff and full program committed to this area (analyse and work with results of reverse record check)
- continue with the initiatives started in 1996 with the youth program
- develop a more concentrated program for seniors - a bigger problem in 2001
- keep up to date with technology for both internal and external uses
- know when to quit in respect to support program - plan for changes in company policies in relation to support
- continue to focus on literacy programs

#### **b) Quebec**

- re-evaluate effectiveness of media tours
- Manager of Communications should also continue to function as manager of regional communications
- will work with CAMs and CDMs rather than RCMs to ensure that census message reaches CRs and CCs
- will look at possibility of using CAMs to do local media
- all contact with media should be reviewed and approved by the Communications manager.

#### **c) Ottawa**

- will retain regional contacts for letter from Minister
- will research and/or purchase lists as appropriate and distribute to regions
- will use special mailing to travel agents again
- the need for alternative formats will be larger in 2001 - need to be part of the development process and not done at the last minute

**d) Ontario**

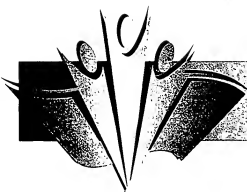
- will continue to target Toronto for concentrated communications activities - all other areas will be viewed as secondary targets
- will use both geography and sectors to allocate communications staff
- media tours with Director will be repeated
- no field staff will deal with the media. All media requests will go through communications
- communications staff will work closely with field staff - visit CAMs on media tours
- safety will continue to be an issue. Outside experts will be brought in to instruct staff on dos and don'ts
- tools for collections will be repeated

**e) Prairies**

- had difficulty hiring bilingual IS staff and will be looking at other ways to fulfil this requirement - assignment of staff from Ottawa
- need materials sooner for Northern Census
- will review the mechanism used to obtain third-party support. Had over 4,100 responses to mail campaign
- will continue to develop materials for three different aboriginal groups - cannot use the same materials for all groups.
- need more radio advertising for Agriculture
- will not do the 50,000 trees project again. Very time consuming

**f) Pacific**

- will allocate communications staff by geography as well as sector
- flattened staff structure worked better and will be used again in 2001
- Manager, Census Communications reported to the Regional Director. This worked very well and will be repeated
- weekly decision-making meetings very useful as were brain-storming sessions to discuss a variety of issues and challenges
- need to get collections staff on side
- local enumerator issue will increase in 2001 - need to develop alternatives such as bigger writing on envelopes
- need an earlier start date for all communication activities
- comments on questionnaires and review of the CHL action cards should be built into the process
- getting ready for lobbying from same-sex groups.



# CENSUS · RECENSEMENT

## **1996 Census Communications Staff List**

## ATLANTIC REGION

Census Communications  
Statistics Canada  
13 Akerley Blvd.  
Dartmouth, Nova Scotia  
B3B 1J6

Fax: Nova Scotia (902) 426-0730  
Newfoundland (709) 772-6081

Name	Tel. #	Responsibility
Keith Matheson	426-0729	Regional Communications Manager.
Carmelle Surette	426-3523	Administrative Assistant.
Alex Smith	426-6998	Senior Information Officer (Nova Scotia).
Marie-Germaine d'Entremont	426-9504	Senior Information Officer (New Brunswick/Prince Edward Island).
Gina DeYoung	426-5161	Assistant Communications Officer.
Allister Johnson	426-6077	Communications/Community Outreach Officer.
Brenda Fitzgerald	(709) 772-4841	Senior Information Officer (Newfoundland/Labrador).
Jeanette Roche	(709) 772-4332	General Office Assistant (Newfoundland/Labrador).

## QUEBEC REGION

Census Communications  
 Statistics Canada  
 Guy-Favreau Complex  
 200 René-Lévesque Boulevard West  
 4<sup>th</sup> Floor, East Tower  
 Montréal, Quebec  
 H2Z 1X4

Area code: 514

Fax: 283-9350

Name	Tel. #	Responsibility
Diane Blanchette	283-4218	Regional Communications Manager. Manages the communications activities of the 1996 Census. Advertising, issues management, media training, relations with provincial government.
Gail Aubé	283-2074	Communications Advisor. Coordinates a series of regional press conferences and media relations for May 14. Communications strategy for youth, writing/editing of <i>Focus for the Future</i> .
Nicole Tremblay	496-8430	Communications Advisor. Corporate support, associations, municipalities and apartment buildings. Internal communications and liaison with census collections.
Michel O'Neil	283-2157	Communications Advisor. Agriculture, special groups, ethnic, aboriginal.
Lorraine Laforge	496-5104	Communications Advisor. Federal and provincial governments, persons with disabilities and MP constituency offices.
Martine Jetté	496-8717	Communications Officer.
Michel Benoit	496-8629	Communications Officer.
Martine Doyon	283-4053	Administrative Assistant. Coordinates the administrative support team.

## HEAD OFFICE

**Census Communications  
Statistics Canada  
R.H. Coats Building, 10<sup>th</sup> Floor  
Tunney's Pasture  
Ottawa, Ontario  
K1A 0T6**

**Area Code: 613  
Fax: 951-0930**

Name	Tel. #	Responsibility
Dale Sewell	951-0444	Program Manager.
Donna Whitarcar	951-6156	Special Projects.
PUBLIC RELATIONS		
Johanne Beckstead	951-1661	Communications Manager - national communications activities.
David Desormeaux	951-6127	Communications Officer responsible for Centralized Edit.
Lucette Guénard	951-1198	Centralized Edit.
Louise Lafond	951-0627	Associations and special groups.
Francine Lampron	951-1194	Federal government departments.
Heinz Pilz	951-1095	Internal communications and special events.
Tom Thibault	951-1186	Census of Agriculture.
Suzanne Potvin	951-0933	Outaouais.
Anne Beutler	951-2801	Special projects, youth, seniors.
Lilia Trombetti	951-1981	Special projects, media.

### MATERIAL COORDINATION

Anne-Marie Fleury	951-1096	Head, Material Coordination - responsible for the designing, production and distribution of all 1996 Census materials. This includes negatives for mastheads and poster frames, repro sheets, mail inserts, postal slugs, kit folders, brochures, questions booklets, etc.
Claire Labelle	951-6043	Administrative Assistant - maintenance, inventory control, material distribution, file maintenance, general administrative support.
Rolande Marier	951-6043	Clerical Assistant - responsible for the 1996 Census news briefs, sending mail to the regional offices on a daily basis, keeping the Teacher's Kit and Educator's Update mailing lists up to date, formatting letters, packaging materials, making photocopies and travel arrangements.

### WRITING

Christine Campbell	951-0625	Head, Writing Unit - backgrounders/fact sheets, articles, newsletters/bulletins, speeches.
Denis Bernard	951-1982	Senior French Writer, Editor and Translator.
Christian Carboneau	951-5284	French Writer, Editor and Translator.
Delia Carley	951-5861	Backgrounders/fact sheets, articles, newsletters/bulletins, research.
Nicola Paterson	951-1099	Census Facts, Questions and Answers, Internet, research.
Sheila Kulka	951-1109	Teacher's Kit, articles, research.
Gail Aubé (Quebec R.O.)	(514) 283-2074	<i>Focus for the Future.</i>

## ONTARIO REGION

**Census Communications  
Statistics Canada  
Arthur Meighen Building, 10<sup>th</sup> Floor  
25 St. Clair Avenue East  
Toronto, Ontario  
M4T 1M4**

**Area code: 416  
Fax: 954-1996**

Name	Tel. #	Responsibility
Sandra Ramsbottom	973-8732	Regional Manager, Public Communications 1996. Census Ontario Region issues management, paid advertising, media relations.
Chris Brooks	954-8190	Youth, highrises/condominiums/public housing collectives, education sector, media relations.
Eileen Foley	973-4795	Health collectives, internal communications, writing unit, youth, agriculture, media relations.
Lily Grzan	954-5425	Federal, provincial, municipal governments, corporate support.
Lisa Elashuk	954-5412	Administrative Assistant, associations.
Liz Lovis	(519) 645-5997 Fax: (519) 645-5565	Census of Agriculture, corporate support - Census of Agriculture & south-western Ontario, media relations.
Vanessa Mungal	954-6613	Ethnic/multicultural, Census Help Centres, ethnic media.
Randy Pitawanakwat	(705) 525-4035	Native Liaison Officer.
Laurier Roy	(705) 521-0523	Corporate support - northern Ontario, special events - northern Ontario, media relations - northern Ontario.
Ed Webster	954-5412	Corporate support.

## PRAIRIE REGION

Census Communications  
Statistics Canada  
13410 St. Albert Trail  
Edmonton, Alberta  
T5L 4P2

Area Code: 403  
Fax: 495-2910

Name	Tel. #	Responsibility
Peter Palfenier	495-2011	Overall management, support (corporate, associations, government), education, media, special target populations (Aboriginal, ethnic, youth, immigrants).
Alf Cryderman	495-5483	Primary responsibility is for Agriculture. Also does some media.
George Provost (Winnipeg)	204-984-1206	Manitoba - French media for Prairies, and English media, support, education and special target populations in Manitoba.
Stu Mitchell	403-495-4871	Communications Officer/Writer
Marie Beaulieu	495-2905	Project organization and support.

## PACIFIC REGION

Census Communications  
 Statistics Canada  
 #340-757 West Hastings Street  
 Vancouver, B.C.  
 V6C 3C9

Area Code: 604  
 Fax: 666-0526

Name	Tel. #	Responsibility
Valerie Barrett	666-1975	Regional Communications Manager. Issues management, materials management, paid advertising, internal communications, regional spokesperson.
Judy Yee	666-0635	Communications Officer. Corporate support, Crown corporations, paid advertising (implementation), special events/exhibits, ACT! Database administration, correspondence unit (respondent relations).
Derek Adams	666-0559	Communications Officer. Media relations, municipal government, education sector, Census of Agriculture, issues monitoring.
François Pagé	666-0735	Communications Officer. Associations, federal government, MP/MLA constituency offices, coverage assessments, special projects, Francophone community.
Marion Smith	666-1081	Communications Officer. Ethnic/multilingual program, special target groups, Chamber of Commerce and speakers bureau.
Dan Charrette	666-7072	Regional Office Communications. Aboriginal program, provincial/territorial government, media monitoring assistance, regional spokesperson.

<b>Carri Toivanen</b>	<b>666-5109</b>	<b>Communications Assistant (Co-op student). Research, writing, client liaison, program support.</b>
<b>Sheila Chang</b>	<b>666-8038</b>	<b>Administrative Assistant – Commitments Database (ACT!). Maintenance, inventory control, material distribution, file maintenance, general administrative support.</b>





# RECENSEMENT · CENSUS

## **Communications du Recensement de 1996 Liste du personnel**

## RÉGION DE L'ATLANTIQUE

Communications du recensement  
Statistique Canada  
13, boulevard Akerley  
Dartmouth (Nouvelle-Écosse)  
B3B 1J6

Télécopieur : Nouvelle-Écosse (902) 426-0730  
Terre-Neuve (709) 772-6081

Nom	Téléphone	Responsabilité
Keith Matheson	426-0729	Gestionnaire régional des communications.
Carmelle Surette	426-3523	Adjointe administrative.
Alex Smith	426-6998	Agent d'information principal (N.-É.).
Marie-Germaine d'Entremont	426-9504	Agente d'information principal (N.B. / Î.-P.-É.).
Gina DeYoung	426-5161	Agente d'information.
Allister Johnson	426-6077	Agent d'information principal et agent de liaison communautaire.
Brenda Fitzgerald	(709) 772-4841	Agente d'information principale (T.-N./Labrador).
Jeanette Roche	(709) 772-4332	Soutien administratif (T.-N./Labrador).

## RÉGION DU QUÉBEC

Communications du recensement  
Statistique Canada  
Complexe Guy-Favreau  
200, boul. René-Lévesque Ouest  
4<sup>e</sup> étage, Tour Est  
Montréal (Québec)  
H2Z 1X4

Indicatif régional : 514  
Télécopieur : 283-9350

Nom	Téléphone	Responsabilité
Diane Blanchette	283-4218	Gestionnaire régionale des communications. Gestion des activités de communications du Recensement de 1996. Publicité, gestion des enjeux, formation de porte-parole, relations avec l'administration provinciale.
Gail Aubé	283-2074	Conseillère en communications. Coordination de la tournée régionale de conférences de presse et des relations de presse du 14 mai, stratégie de communications pour les jeunes, révision-édition et rédaction de <i>Pleins feux sur l'avenir</i> .
Nicole Tremblay	496-8430	Conseillère en communications. Partenariat avec les entreprises privées, les associations, les municipalités et les tours d'habitation. Communications internes et liaison avec les opérations de collecte.
Michel O'Neil	283-2157	Conseiller en communications. Agriculture, groupes spéciaux et ethniques, Autochtones.
Lorraine Laforge	496-5104	Conseillère en communications. Partenariat avec les ministères fédéraux, les ministères provinciaux, les personnes souffrant d'incapacité et les bureaux de comtés des députés fédéraux.
Martine Jetté	496-8717	Agente de communications.
Michel Benoit	496-8629	Agent de communications.
Martine Doyon	283-4053	Adjointe administrative. Coordination de l'équipe de soutien administratif.

## BUREAU CENTRAL

Communications du recensement  
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Immeuble R.-H.-Coats, 10<sup>e</sup> étage  
Parc Tunney  
Ottawa (Ontario)  
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Indicatif régional : 613  
Télécopieur : 951-0930

Nom	Téléphone	Responsabilité
Dale Sewell	951-0444	Chef de projet
Donna Whitarcar	951-6156	Projets spéciaux
RELATIONS PUBLIQUES		
Johanne Beckstead	951-1661	Gestionnaire des communications - activités nationales de communications.
David Desormeaux	951-6127	Agent de communications responsable du Contrôle centralisé.
Lucette Guénard	951-1198	Contrôle centralisé.
Louise Lafond	951-0627	Associations et groupes spéciaux.
Francine Lampron	951-1194	Relations avec les ministères fédéraux.
Heinz Pilz	951-1095	Communications internes et événements spéciaux.
Tom Thibault	951-1186	Recensement de l'agriculture.
Suzanne Potvin	951-0933	Outaouais.
Anne Beutler	951-2801	Projets spéciaux et groupes ethniques.
Lilia Trombetti	951-1981	Projets spéciaux et médias.

### COORDINATION DU MATÉRIEL

Anne-Marie Fleury	951-1096	Chef, coordonnatrice du matériel - responsable de la conception, de la production et de la distribution de tous les documents du Recensement de 1996. Comprend les négatifs pour le papier à en-tête et les affiches, les épreuves pour reproduction, les encarts postaux, les bandes gommées d'affranchisseuse, les pochettes d'information, les dépliants, le livret de questions, etc.
Claire Lebel	951-6043	Adjointe administrative - tenue et contrôle du matériel, distribution du matériel, tenue de dossiers, soutien administratif général.
Rolande Marier	951-6043	Commis à l'administration - responsable des Actualités du Recensement de 1996, de l'expédition quotidienne du courrier aux bureaux régionaux, de la tenue à jour des listes d'envoi de la Trousse de l'enseignant et de l' <i>Actualité sur les produits éducatifs</i> , du formatage des lettres, du matériel d'emballage, des photocopies et des arrangements pour les voyages.

### RÉDACTION

Christine Campbell	951-0625	Chef, sous-section de la rédaction. Feuilles d'information, articles, bulletins, discours et allocutions.
Denis Bernard	951-1982	Rédacteur/réviseur/traducteur principal (français).
Christian Carboneau	951-5284	Rédacteur/réviseur/traducteur (français).
Delia Carley	951-5861	Feuilles d'information, articles, bulletins, recherche.
Nicola Paterson	951-1099	Info-recensement, Questions et réponses, Internet, recherche.
Sheila Kulka	951-1109	Trousse de l'enseignant, articles, recherche.
Gail Aubé (BR du Québec)	(514) 283-2074	<i>Pleins feux sur l'avenir.</i>

## RÉGION DE L'ONTARIO

Communications du recensement  
Statistique Canada  
Immeuble Arthur-Meighen, 10<sup>e</sup> étage  
25, avenue St. Clair Est  
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Indicatif régional : 416  
Télécopieur : 954-1996

Nom	Téléphone	Responsabilité
Sandra Ramsbottom	(416) 973-8732	Gestionnaire régionale des communications du Recensement de 1996. Gestion des enjeux de la région de l'Ontario, publicité payée, relations avec les médias.
Chris Brooks	(416) 954-8190	Jeunes, tours d'habitation / condominiums / coopératives d'habitation, secteur de l'éducation, relations avec les médias.
Eileen Foley	(416) 973-4795	Coopératives de santé publique, communications internes, sous-section de la rédaction, jeunes, agriculture, relations avec les médias.
Lily Grzan	(416) 954-5425	Administrations fédérale, provinciales, municipales; partenariat avec l'entreprise privée.
Lisa Elashuk	(416) 954-5412	Adjointe administrative, associations.
Liz Lovis	(519) 645-5997 Télécopieur : (519) 645-5565	Recensement de l'agriculture, partenariat avec l'entreprise privée : Recensement de l'agriculture et sud-ouest de l'Ontario, relations avec les médias.
Vanessa Mungal	(416) 954-6613	Programme ethnique/multiculturel, centres d'assistance du recensement, médias ethniques.
Randy Pitawanakwat	(705) 525-4035	Agent de liaison avec les autochtones.
Laurier Roy	(705) 521-0523	Partenariat avec l'entreprise privée - nord de l'Ontario, événements spéciaux - nord de l'Ontario; relations avec les médias - nord de l'Ontario.
Ed Webster	(416) 954-5412	Partenariat avec l'entreprise privée.

## RÉGION DES PRAIRIES

Communications du recensement  
Statistique Canada  
13410, St. Albert Trail  
Edmonton (Alberta)  
T5L 4P2

Indicatif régional : 403  
Télécopieur : 495-2910

Nom	Téléphone	Responsabilité
Peter Palfenier	495-2011	Gestion générale, partenariat (entreprise privée, associations, gouvernement), éducation, médias, groupes spéciaux (Autochtones, groupes ethniques, jeunes, immigrants).
Alf Cryderman	495-5483	Principale responsabilité : agriculture. Relations avec les médias.
George Provost (Winnipeg)	204-984-1206	Manitoba - Médias de langue française pour les Prairies et médias de langue anglaise, partenariat, éducation et groupes spéciaux.
Stu Mitchell	403-495-4871	Agent d'information/rédacteur
Marie Beaulieu	495-2905	Soutien administratif.

## RÉGION DU PACIFIQUE

Communications du recensement  
Statistique Canada  
757, rue Hastings Ouest, bureau 340  
Vancouver (Colombie-Britannique)  
V6C 3C9

Code régional : 604  
Télécopieur : 666-0526

Nom	Téléphone	Responsabilité
Valerie Barrett	666-1975	Gestionnaire régionale des communications. Gestion des enjeux, gestion du matériel, publicité payée, communications internes, porte-parole régionale.
Judy Yee	666-0635	Agente des communications. Partenariat avec l'entreprise privée, Sociétés d'État, publicité payée (mise en oeuvre), événements spéciaux / expositions, gestion de la base de données ACT! , sous-section de la correspondance (relations avec les répondants).
Derek Adams	666-0559	Agent des communications. Relations avec les médias, administrations municipales, secteur de l'éducation, Recensement de l'agriculture, surveillance des enjeux.
François Pagé	666-0735	Agent des communications. Associations, administration fédérale, bureaux des circonscriptions des députés fédéraux et provinciaux, évaluations de la couverture, projets spéciaux, communauté francophone.
Marion Smith	666-1081	Agente des communications. Programme ethnique / multilingue, groupes spéciaux, Chambre de commerce et bureau du président.
Dan Charrette	666-7072	Communications du bureau régional, programme autochtone, administrations provinciale/territoriale, aide à la surveillance des médias, porte-parole régional.

<b>Carri Toivanen</b>	<b>666-5109</b>	<b>Adjointe aux communications (stagiaire). Recherche, rédaction, liaison avec les clients, soutien au programme.</b>
<b>Sheila Chang</b>	<b>666-8038</b>	<b>Adjointe administrative – Base de données sur les engagements (ACT!), tenue et contrôle du matériel, distribution du matériel, tenue de dossiers, soutien administratif général.</b>



## **Executive Summary**

### **1.0 Introduction**

The content of this evaluation is based mainly on a two-day evaluation conference held in June, 1996 and attended by all communications staff, the manager of the national communications program and the Director, Atlantic Region. Additional feedback was obtained from a meeting with staff of the Census Help Line, a survey of Census Commissioners, a two-day field collections conference and a supplementary Labour Force Survey carried out during the period leading up to the Census.

At the time of this writing, results of the 1996 Reverse Record Check undercoverage study were not yet available. These results would have provided more insight into the success of the program, particularly for evaluating coverage rates for specific geographic areas and for targeted population groups such as youth.

### **2.0 Background**

Regionalized public communications is well-established for the census project with the first major publicity campaign carried out in 1981. Prior to that, the program was very much centrally controlled and only minimal activities were carried out in the regions. With the success of the 1981 campaign it became clear that regionalized publicity campaigns under the general direction of Head Office were the most effective way of meeting the diverse needs of the five regions of the country. The 1996 campaign attempted to build on this history of previously successful programs.

### **3.0 Objective**

Our overall objective was to inform the public that the census was taking place, that the census was important and that every household must complete and return a census form as soon as possible after May, 14th--Census Day 1996.

## 4.0 Strategy

A detailed strategy was developed which attempted to enlist third party support--i.e., to use corporations, government departments, community organizations and special interest groups to spread the message through their existing communications vehicles. This report outlines in greater detail the specific activities carried out by each of these groups. Other key elements of this strategy included paid advertising, a media relations program, a special program for early enumeration along the Labrador coast and a program to target specific groups such as youth, visible minorities and the farm population for the Census of Agriculture.

This strategy was based on our evaluation of the 1991 campaign, evaluation reports from the other regions and discussions with colleagues in collections and communications. In addition, the Atlantic Region carried out a detailed undercoverage study using raw data from the national undercoverage survey carried out after the '91 Census. This report proved very useful in developing strategies to better target hard-to-enumerate populations both demographically and geographically.

For 1996 we decided to focus our pre-census period (August '95 to mid-April '96) on general awareness building using third-party support. From mid-April to Census Day we focused mainly on media and high-profile events. We conducted media tours throughout the region doing radio, television and newspaper interviews. This pro-active media strategy gave us greater control of the messages going out to the public. We also arranged high profile kick-off events for May 6th, first day of drop-off (this is when enumerators began delivering census questionnaires to each dwelling).

These kick-off events were organized in 12 cities throughout the region and involved Census Area Managers, Census Commissioners and several hundred Census Representatives as well as mayors of each city. These events resulted in a great deal of positive media coverage during that week. This activity was a significant change from '91 where we focused more on Census Day. This timing, along with other factors, generated many more calls to the Census Help Line prior to Census Day and an earlier, high mail response rate.

After Census Day, we focused on trying to maintain census awareness, respond to media issues and monitor mail response to see where additional paid advertising was required. Fortunately, mail response rates were very high therefore requiring only minimal contingency advertising in a few areas.

## 5.0 Issues/ Activities

The perennial media issue of government patronage in the hiring of enumerators arose but was not wide-spread or sustained. The other usual issues of privacy and confidentiality arose but were not widely carried in the media. The so-called "local enumerator" issue, however, is still a very sore point with many respondents especially when they discover that a neighbour follows up to get missing information and the respondent realizes that their completed form they thought was sent to Ottawa or to a central location was in fact returned to the local CR for verification. The proposed change in methodology to a centralized edit for the 2001 Census is expected to address this concern to a great extent. However, with a higher rural-to-urban population in Atlantic Canada, the problem will continue to be more pronounced in this region. If this decision is taken, it recommended that a thorough analysis of the impact of this methodology on the communications program be done well in advance of the next Census.

In order to prepare for the expected media attention that the Census would generate, a list of media spokespersons was identified by province and by official language. In addition, a one-day media training course was organized for all spokespersons. Although almost all media interviews were conducted by communications staff, all those attending the media training felt that it was very useful in case they were required to do media interviews. We recommend that not only should a similar training program be done in 2001, but a media consultant be hired on a consulting basis early in the cycle to help develop a comprehensive media strategy.

Other issues that arose included a few large corporations that did not provide the support that was requested of them. In a couple of cases it appeared that this was due to a particular individual who did not want extra work. In another case (NB Power) there was a change in company policy from 1991 that excluded any outside organization from using their internal communications vehicle. Since this is a Crown Corporation the support of the provincial government was enlisted and an exception was made for the Census. One company (Pizza Delight) was willing to promote the Census on their place mats but wanted to be compensated for use of the space plus production and distribution costs. Since this was contrary to our policy of seeking free support, the offer was declined. Another example was MacDonald's where initially it appeared they were willing to provide support but the contact person with their advertising agency left the firm and the individual replacing him was very unresponsive.

Indian Affairs and Northern Development also announced that they were going to conduct their own census and that future funding for reserves would be based on this information. Fortunately, this did not have a large negative impact on our collections efforts; however the longer term impact will have to be monitored in order to assess the

impact on the next census. Since the Census, the results of the Royal Commission on Aboriginal Peoples recommended the need to work more closely with Statistics Canada to help meet their information needs.

Literacy is also a very important issue in Atlantic Canada as studies have shown that literacy rates are lower than in the rest of the country. Increased efforts were made to work with literacy groups to target that population. Provincial umbrella groups were very supportive and widely distributed copies of a special census booklets developed by the BC office for this audience.

Another area of concentration was language and ethnic groups. We put much greater effort into working closely with all major Acadian groups in the region. A Francophone communications officer with excellent knowledge of the community was hired. She was also very well-respected within that community. We were also able to tie in our activities with other federal initiatives related to changes to sections 41 and 42 of the Official Languages Act. In addition we took a very pro-active approach with the Atlantic Regional Office of the Commissioner of Official Languages with both collections and communications staff briefing them on all census activities that might have an impact on language issues. The region received only one minor language complaint which was resolved at the regional level.

Also based on recommendations from '91 we carried out an expanded African/Nova Scotia outreach program that was very well-received throughout black communities across the province. This program not only consisted of increased communications activities but an increased effort by collections to hire visible minorities from the community.

Communications support was provided to the early enumeration program along the coast of Labrador in March. The program was based on a similar program carried out in 1991 and again proved to be very successful. The Census Area Manager responsible for early enumeration indicated widespread publicity about the census in Labrador and that this support greatly aided collection activities.

Another area where we increased our activities was with federal and provincial government departments. For federal departments, we initially briefed all members of the then newly formed regional federal councils and requested their support. This resulted in increased promotional support from regional offices of many federal departments and

supplemented the support at the national level. We also made a more concerted effort to keep provincial focal points informed of our activities not only within provincial departments but with all of our initiatives. This gave them a much better appreciation of the widespread support for the census.

The materials support program was much improved and more streamlined compared with 1991. However, there is still room for more improvement. For example, the national poster was not completed until February 1996 and our two regional posters were not completed until March 1996. Greater efforts must be made to have these produced at least 3-4 months earlier in order to better plan and organize distribution. Other examples of required earlier deadlines include census pins, mail inserts and approvals from the Advertisement Management Group for video PSA's. Maintaining the 1996 Census logo for 2001 should significantly reduce production time for many materials.

## 6.0 Indicators of Success

There are a number of indicators for measuring success of the program in the region.

1. With few exceptions media coverage was overwhelmingly positive or at least neutral. Virtually all media--weekly and daily newspapers, radio and television stations carried one or more articles about the census.
2. Again with few exceptions publicity support from corporations, government departments, municipalities and community groups was enthusiastic and widespread.
3. Mail-back response rates reached just under 90% thirteen days after the census.
4. A supplementary survey to the Labour Force Survey carried out on three separate occasions showed that public awareness of the Census in this region went from less than 1% prior to the beginning of the program to over 41%, by mid-April. This was also prior to the beginning of the media and paid advertising campaigns indicating that the third party support activities were effective.

## **7.0 Conclusion**

By all indicators available at the time of this writing the census communications program can be considered an unqualified success. As mentioned earlier undercoverage rates, which will be available in the spring of 1998 will also shed more light on the degree of success in improving population coverage rates over 1991.

The success of the program in the region was a result of a total team effort---the co-operation of the collections team and the management services team, the support and advice of the Director, Atlantic Region and the national census communications manager who thoroughly understood the diverse regional differences, who provided resources necessary to do the job and who had the respect of her colleagues and superiors in Head Office which is necessary to meet the demands of such a large scale project as the census.

## **8.0 Summary of key recommendations for 2001:**

1. Continue to use the same overall regional strategy that was used in 1996.
2. Early in the planning stages, assess the impact on the communications program of any changes in collection methodology such as the proposed change to centralized edit.
3. Strongly consider use of a regional media/advertising consultant to advise on specific local strategies for dealing with the media and advising on best use of paid advertising expenditures to meet regional needs.
4. Early in the planning cycle assess to the extent possible the impact of new technologies, such as the Internet, on program delivery.
5. Establish evaluation criteria during the planning phase in order to develop better feedback/MIS systems.
6. Review results of undercoverage study to try to assess impact of communications on coverage rates.
7. Recommend to collections team to strongly consider urban canvasser methodology in selected areas where mail-back response was low in '96.
8. For both planning and evaluation phases include two-day "get-away" meetings that help to create an atmosphere for thorough discussion of issues/challenges etc.



## **SOMMAIRE EXÉCUTIF CAMPAGNE DE COMMUNICATIONS RÉGION DU QUÉBEC RECENSEMENT DE 1996**

La planification de la campagne de communications de la région du Québec s'insérait dans le cadre stratégique national. Elle comportait trois grandes catégories:

1. La promotion du message;
2. Les relations de presse;
3. Le placement publicitaire.

### **1. La promotion du message**

La promotion du message du recensement de 1996 s'est faite par l'intermédiaire de partenaires de divers profils: Entreprises privées, gouvernements provincial et municipaux, autres ministères fédéraux, associations et regroupements représentant divers groupes-cibles, etc. Des rapports d'évaluation ont été produits séparément par type de partenaires et occasionnellement spécifiquement par groupes-cibles lorsque nécessaire (par exemple, les jeunes). Chacun d'eux comporte des recommandations qui lui sont propres et qu'il serait difficile de reproduire ici de façon concise, il est donc essentiel de s'y référer.

Voici, par ailleurs, un commentaire qu'il est important de faire ressortir au sujet du partenariat avec les entreprises privées qui s'avérait un projet de grande envergure et qui, devons-nous le dire, a connu un grand succès malgré le contexte spécifique à la région du Québec. Il ne fait aucune doute dans notre esprit que la notoriété de Statistique Canada et l'habileté de nos conseillers en communications à négocier ces ententes de partenariat y ont joué un rôle important et ont permis d'atteindre des résultats probants.

Dans l'ensemble, toutes les activités reliées à la promotion du message du recensement de 1996 ont connu un vif succès.

### **Les relations de presse**

Les relations de presse régionales ont été centrées sur la tournée des conférences de presse et sur les demandes générées par les communiqués régionaux et nationaux. Les modifications majeures de l'environnement médiatique en région au Québec nous incitent à recommander fortement que la formule « tournée » soit remise en question et potentiellement remplacée par d'autres types d'activités. Il reste, néanmoins, que la couverture médiatique a largement dépassée nos attentes, ayant, entre autres, triplée par rapport à celle de 1991.

### **Le placement publicitaire**

Comme en 1991, le placement publicitaire était, en 1996, une activité « nationale ». L'agence de publicité responsable, en l'occurrence McKim, n'ayant pas de bureaux dans la région du Québec a sous-traité certaines tâches à des agences de Montréal. Cet arrangement a entièrement répondu à nos besoins dans les circonstances.

Compte tenu des budgets alloués, le placement publicitaire a été partagé entre la radio et l'affichage extérieur, sans télévision. Nous croyons que cette formule a été un excellent complément à la promotion

et aux relations de presse et il ne fait aucun doute que nous recommanderions exactement la même combinaison dans le même contexte et les mêmes conditions. Si, par ailleurs, les budgets alloués à la campagne de communications étaient substantiellement augmentés, il est évident que l'utilisation de la télévision constituerait une valeur rajoutée.

## Gestion

### Structure organisationnelle

L'expérience de 1991 où toute l'équipe de communications était déménagée au bureau du recensement, et par le fait même, s'était entièrement consacrée à ce projet, avait permis de conclure que cette formule présentait plus d'inconvénients que d'avantages. Ceci nous avait alors motivés à recommander à la direction une structure différente pour 1996 où seule, une partie de l'équipe de communications quitterait le bureau régional pour répondre aux besoins de l'équipe des opérations de collecte. La gestionnaire régionale des communications restait ainsi responsable de tous ses dossiers en y ajoutant celui du recensement.

Cette structure, ne perdant pas de vue la vision globale et les enjeux de Statistique Canada, a permis de maintenir une gestion intégrée de l'ensemble des communications du bureau régional du Québec tout en assurant la bonne marche de la campagne spécifique au recensement. Toute l'équipe de communications s'est dite unanime à affirmer qu'elle était mieux outillée pour travailler à partir du bureau régional, entre autres au niveau de l'accès aux divers contenus, essentiels à la rédaction de la documentation promotionnelle. Il sera nécessaire, toutefois, de redéfinir plus clairement quels dossiers relèveront des communicateurs responsables de la liaison sur place avec la collecte. En effet, de nouveaux besoins exprimés par le personnel de la collecte (en cours et en fin de projet) nous permettront, lors du prochain exercice, de raffiner le service qui leur sera offert. Cela nécessitera d'abord une identification préalable précise de ces demandes de services, une planification structurée quant à l'exécution de ces services (échancier, moyens, etc) et finalement la détermination des rôles respectifs des différentes ressources qui y seront affectées. Une fois ces améliorations apportées, il ne fait aucun doute que nous recommandons fortement que cette structure soit celle de 2001.

Note: Les rapports qui suivent ne sont pas accompagnés de toutes les annexes auxquelles ils font référence; cela aurait trop alourdi le présent document. Les annexes sont toutes consignées au dossier « maître » au bureau régional du Québec.

## **Communications Program – Ontario Region**

### **1.0 Background**

In 1991 the collection of the Census in Ontario was a very difficult protracted job. The public mood was negative about government and resistance was high. Torontonians were particularly recalcitrant.

When planning for 1996 collection all of the challenges presented in 1991 were taken into account and strategies developed. New challenges were anticipated and more strategies, developed. Toronto presents not only sheer volumes and densities of people, but a tremendous variety of cultures and languages.

The Communications program was integral to the planning process and to the implementation of the many collection strategies.

### **2.0 Objectives**

To promote awareness of the 1996 Census of Canada to all households in Ontario.

To give communications support to the Collection staff .

To field all media inquiries about the Census.

### **3.0 Implementation**

#### **3.1 Public Communications**

Promoting awareness of the Census to the people of Ontario was accomplished through many different projects. Ontario tends to be the home of head offices of corporations, associations, special groups etc. As well there are governments - provincial and municipal. Because of the numbers of corporations, organizations and governments, for the most part we focussed our efforts on businesses with 500 employees or more and umbrella organizations, providing them with material which they in turn sent to their employees, clients or membership.

Initial contact was made by mail, with follow-up by telephone. Posters, cheque inserts, tent cards, videos etc., were packaged as per the agreed participation of the organizations and shipped from the Census warehouse where Communications had a dedicated area for storage and staff to make up orders.

The paid advertising program developed complemented the public communications effort tremendously. Using the modest (very modest by private sector standards) budget for advertising to buy heavily in radio and print paid off. Budget allocated for the various campaigns (pre-census, census, post-census) were weighted well. The regions participated in the consultations about where to buy the pre-census time and space. In the census and post-census campaigns, in Ontario at least, we decided where the buys would be. Whenever and wherever advertising was needed we had it. Field staff were very appreciative of the ability to focus the ads where they were needed and when.

*Multicultural and community organizations* - this area of focus bears special mention. Toronto is one of the most multicultural cities in the world. The Southwestern region of Ontario including cities like Hamilton, London and Windsor is also varied. Ensuring that the Census message was promoted to communities whose first language was neither English nor French required the focus of two Communications Officers; one for Toronto, the other for the rest of Ontario.

The approach of contact by letter and by telephone was complemented as much as possible by personal visits. Public Communications in Ottawa arranged for translations of three basic promotional pieces into more than 20 languages. The questions on the long questionnaire were translated into 14 languages and, when necessary, additional translations were contracted for Toronto. This meant that organizations with newsletters, ethnic media and umbrella groups had material to distribute. Paid advertising in various languages was also very effective.

We also worked with ESL (English as a Second Language) and Literacy organizations.

### 3.2 Collection Support

This aspect of the communications program in Ontario was comprehensive and integral to the approach that the Census communication program does not exist in and of itself but is supportive of the primary activity: getting back every Census form that was delivered to the households across the province.

In addition to having public communication projects, communication strategies to develop and manage, each Census Communications Officer was assigned a

Census District. In Southwestern Ontario the communications officer had three Census Districts. The officer's "geographic responsibility" included:

1. 1991 data - what kind of profile did that area have in 1991. In Toronto this was particularly important, because even though there had been many changes in five years it was important to know what the basic demographic profiles were for planning and hiring purposes. This helped provide a basis for anticipating some of the challenges. Having a benchmark helped collection staff look for changes in neighbourhoods.
2. Multicultural and community groups - added to the profiles based on 1991 data, geographically locating these groups provided area specific contacts for CAMs when they needed information about a community, interpreters etc.
3. Media - each officer was responsible for ALL media outlets in their district. Contact was made and two media tours were conducted; one three to six months before the Census so the communications officer could meet face to face with the media in their area, personally provide information about the upcoming census and to familiarize themselves first hand with the issues unique to their geography. The second was made close to Census day, with the Director, Ontario Region. This approach was particularly successful outside of Toronto.

When there was a local issue the local media had a personal contact within the Census organization - someone who had been to the paper or into the studio. That was the person who was called. Having a "suit" from Toronto actually visit and be available for any questions about the Census was popular and garnered a great deal of local coverage.

4. Collection staff - the communications officer worked closely with the CDM and CAMs of his or her geographic assignment. There was daily communication. In Northern Ontario this was particularly important. Remote locations and a huge area make it difficult for collections staff to feel connected to the public communications efforts being made. This constant contact ensured that local issues were never a surprise, and communications strategies could be developed and put in place quickly to help the collection effort in any location.
5. Collection tools - providing material for the collections staff to use at each stage of the process was planned for, e.g., the demographic profiles

discussed earlier, multilingual drop-off card, multilingual apartment posters, cottage strategy drop off cards etc. As well, materials were developed as needed, e.g., posters for census help desks in apartment buildings, multilingual clean-up letters, farm operator reminder letters, records access letters for unco-operative building managers, multilingual urban canvasser drop-off cards, homeless shelters and drop in centre cards etc. More than seven million pieces of collection support material were printed in Ontario.

The close working relationships built and maintained with collections staff worked extremely well. Communications officers acquired a much more fundamental understanding of collection issues and challenges, while collection staff acquired a real appreciation of the support over and above posters, pins and advertising that a co-ordinated area specific/issue specific communications program could give them.

The Regional Census Managers in Ontario were committed to this approach with Communications. It filtered down to all staff.

### 3.3 Media Relations

The initial approach taken with the media was proactive as described earlier.

All communications staff had media training. It helped them focus on key messages and tactics for handling difficult interviews. As a preparatory exercise for the real media onslaught it was excellent.

Collection staff were instructed not to deal with the media. In those situations where it was necessary the CDM or CAM was coached by and accompanied by their communications officer. Sometimes the local person is the focus for local media. In one case, a census representative had a gun pointed at him. The local media heard about it and wanted "the story". The Communications Officer drove immediately to the office of the Census District Manager and working together prepared for the television interview. The CDM did the interview, however, she and the Communications Officer had developed the key messages and the tone that she would take.

For the most part, because of the proactive work, media called their Communications Officer if they had questions.

## 4.0 Issues

Safety of the field staff is of great concern in a task of this size and scope. Communications and Collection worked together to formulate the steps that would be taken should anyone be assaulted or injured while doing their census job. Because the media inevitably would play a role, the various responsibilities were clearly defined, which steps were to be taken by whom outlined. Starting at drop off there was a Communications Officer on call 24 hours a day to contact for any safety issue.

Communications took on the responsibility of providing safety training down to the CAM level. Presentations by Police personnel were organized for both urban and non urban staff.

Privacy/Confidentiality were not the hot points they had been in our experience in 1991. A meeting took place with representatives in the Ontario Privacy Commissioner's office to brief them on the potential for calls and complaints from concerned citizens. The number of calls from respondents and from media were not of the same volume. The local enumerator issue was not as prevalent either.

Official Languages responsibilities were emphasized at every level of training. All material produced was in both official languages - as well as up to 30 others. We worked with the regional office of the Commissioner of Official Languages briefing them on Census material and staffing. Our efforts were recognized in the Commissioner's annual report.

## 5.0 Conclusion

The Ontario Public Communications Program for the 1996 Census of Canada was a successful one. The basic principles of "public" communications strategies were employed and expanded. Working closely with the collection team, our avenues of approach multiplied while remaining very focussed.

**Will this bring in forms?** was the question posed for every idea? If we were satisfied that forms would result, the idea was implemented. In concert with collections staff, the communications team helped bring in a lot of forms.

COMMISSIONER  
OF OFFICIAL  
LANGUAGES

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CANADA

ANNUAL  
REPORT  
1996



seems to us more efficient than publishing a comprehensive report 18 months after the start of the exercise. The reports will be concerned with the linguistic performance of each of the offices visited, specifying whether the services are available (and provided) and whether they are of good quality. The Commissioner will make recommendations designed to rectify any deficiencies.

The consultations we have had with the various official language minority associations across the country have assisted us greatly in determining the orientation of the follow-up.

## **h) MERIT LIST**

Our tradition of recognizing the exemplary initiatives or work of certain institutions by awarding merit certificates continued this year. Thirty-two certificates have been awarded since the start of this program in 1992 and six more have been added this year. The reorganizations and staff and budget cuts in the federal administration make it more difficult for managers and employees to apply the Official Languages Act; in this context good performance or new initiatives are all the more deserving.

Heretofore, certificates were awarded mainly to highlight the achievements of institutions in service to the public. This year we thought it appropriate to broaden our field to recognize the initiatives or good performance of agencies or offices in other aspects of the Act (language of work, support for the development of the official language minorities).

We are particularly pleased this year to acknowledge the good work of several institutions in relation to development of the minorities and advancement of the official languages in Canadian society (Part VII of the Act). The importance of this Part was reaffirmed by the government late in 1996 when it introduced more rigorous accountability through the Treasury Board's involvement in this area. By recognizing the achievements of certain institutions in this regard the Commissioner wishes to demonstrate the importance he attaches to this facet of the Act.

To make our choices we used a number of criteria that are close to those used in past years when we judged performance in service to the public, but they are new for the other aspects of the Act. The criteria are:

- a commitment by management to providing quality service at all times in each language
- the existence among staff of a culture focused on service to the public which includes its provision in both languages actively and courteously

- a commitment by managers and employees to the official languages which takes the form of special initiatives to resolve persistent problems
- a recognition of and commitment to the needs of the official language communities as shown by the integration of these needs into the institution's activities and programs.

The following is the list of offices chosen in 1996 for the Merit List, with a description of their special merits with regard to the official languages.

### **ATLANTIC CANADA OPPORTUNITIES AGENCY, NEW BRUNSWICK REGION**

Under its mandate, which is to strengthen the economy of the Atlantic Region, the Atlantic Canada Opportunities Agency can make a substantial contribution to achievement of the objectives of Part VII of the Act in the economic development sector. In general, ACOA is well aware of its obligations in this regard and its Action Plan for the implementation of Part VII is highly developed. It is in New Brunswick that its work is most worthy of mention. ACOA is involved in various economic endeavours important to the French-speaking community in that province. Among other things, it made a study of Acadian entrepreneurship and participated actively in a forum on the information highway in May 1996 in Shippagan and in the national forum of French-speaking business people and elected municipal officials held in two phases, the first in Grand Falls, New Brunswick, and the second in Saint-Georges de Beauce, Quebec.

Through its role in co-ordinating the federal government's activities in the economic sector in New Brunswick ACOA also has a positive influence on the activities of other agencies with regard to the development of the French-speaking community. In short, concern for the vitality of the minority is an integral part of ACOA's activities and programs. This is a fine accomplishment.

### **ST. LAWRENCE HUMAN RESOURCES CENTRE, QUEBEC**

This Human Resources Centre serves a mixed public that speaks English and French as well as other languages. The proportion of clients who speak English is high: in June 1996 47% of them were English-speaking. To meet this significant demand the Centre has developed a strong two-language capability. Fifty-seven of the 67 positions at the Centre are identified as bilingual and they are all filled by bilingual staff. Signage is impeccably bilingual and clients are greeted in both languages and served without difficulty in their own language. Service to the public in both languages is clearly a given for management and staff.

## **CORRECTIONAL SERVICE, QUEBEC REGION**

The CSC, which has long had to deal with a low representation of Anglophones in Quebec (which affects the provision of service in English to English-speaking inmates in institutions in that province), stepped up its efforts in 1995-96 to improve the situation. In 1995-96 16 of the 108 employees (15%) recruited by the CSC for its initial training program were English-speaking. To facilitate their success and integration the CSC provided them, for the first time in Quebec, with training in English. To make this possible the number of trainees normally required for a class was reduced, documentation and pedagogical tools were translated and care was taken that the less bilingual instructors received assistance from instructors at ease in both languages.

Of the 13 recruits who received their training in English nine are still employed by the CSC. This is the same retention rate as among Francophones. These employees are assigned to six institutions in Quebec, which helps the institutions to provide more English-language services.

## **FISHERIES AND OCEANS, MAURICE LAMONTAGNE INSTITUTE**

This Institute, located at Sainte-Flavie in the Lower St. Lawrence, is actively engaged in promoting the use of French in scientific and technical fields. The Institute conducts research in three of the Department's areas of activity: fisheries, hydrographics and oceanography. Although English is used for external communications and for certain internal activities (research reading, reference documents, etc.) a concerted effort is made to conduct research in French. Internal communications take place mainly in French, researchers are encouraged to publish their work in French and the Institute subscribes to a wide range of scientific journals in French. The Institute co-operates closely on projects with French-language universities and research centres in Canada and abroad (France, Egypt, Algeria, Tunisia). It has contributed to the development of expertise in French in the ocean sciences where few French-speaking scientific researchers were to be found.

This success in regard to language of work is also an asset in terms of Part VII. The development of French in an area where it is under-used — science — contributes to fostering the full recognition and use of French in Canadian society.

## **STATISTICS CANADA, ONTARIO REGION**

Statistics Canada made serious and commendable efforts in planning and organizing the last census to ensure that services were provided in both languages.

Like other regions, the Ontario Region did a great deal in this regard. Since this was a long-term exercise the Region began its planning well before the census, notably by meeting with the Commissioner's representatives to ensure that all aspects of the Act were taken into consideration. In addition, the Regional Director met with representatives of minority associations to take their concerns into account. A procedure for quick resolution of complaints was put in place. Clear and specific procedures were distributed to employees and significant efforts were made to recruit bilingual temporary staff. The Region was the subject of only six complaints. Considering the scope of this event, which involved millions of contacts with the public in one form or another, this constitutes a great success.

## **PUBLIC WORKS AND GOVERNMENT SERVICES, TERMIUM**

TERMIUM, developed by the Translation Bureau and available on CD-ROM, is the federal government's language data bank. This internationally renowned terminology bank is a valuable tool for assistance in writing and promotes effective communication in English and French.

TERMIUM contains over three million English and French terms on over a million terminology records in every field. This easy-to-use tool makes it possible to find the correct term or expression in either official language and to determine the true meaning of a term in each.

The Translation Bureau decided to make TERMIUM on CD-ROM available free of charge to all federal departments and agencies for a two-year trial period. This initiative enabled the Bureau to expand its client base in the federal administration and increase the number of users of the terminology bank. In addition, it strengthened the vital role that the Translation Bureau already plays in the language field in Canada and abroad.

TERMIUM is also sold to the private sector on a cost-recovery basis. Highly valued by freelancers, publishing houses and other firms, TERMIUM is a good illustration of the efforts made by the federal government through the Translation Bureau to advance the use of English and French in Canadian society. The Commissioner is convinced of the significant contribution this tool makes to the official languages and has lent his support to the promotion of TERMIUM.

## **Prairie Region and Northwest Territories Communications Program 1996 Census**

### **1.0 Introduction**

As the 1996 Census Communications Program started, it was anticipated that two issues would arise that would affect the overall response rates. The two issues revolved around the questions on population group and unpaid work. The population group or race question as it became popularly known was, in fact, a major issue for both the population and the media.

The other issue that appeared concerned local enumerators. This was as controversial as the race question and became a major concern at the end of the Census for the public and the press. The local enumerator issue needs to be addressed prior to the 2001 Census or it could affect response rates.

Overall, the Prairie region was very pleased with the support and success of the program. The final mail-back rate was 88.8%, over 2% higher than in 1991 and almost 4% higher than benchmark. The Agricultural mail-back was also above benchmark for the region,

### **2.0 Support program**

Even though the general attitude by the public continues to decline as each census goes by, the support in 1996 was up over 1991.

### **2.1 Corporate Support**

The Prairie region received corporate support from over 150 major firms within the region and, in some cases, nationally. In addition, over 5,000 small corporations, associations, institutions, local governments, schools and provincial governments supported the project.

This support resulted in over 200 million hits for the Prairie region during the census period.

Canada Safeway	30 million hits
Wings Foods	14 million hits
McDonald Restaurant	7 million hits
Western Canada Lottery	7 million hits
Alberta Registries	6 million hits
Arby's Restaurant	6 million hits
City of Calgary	1 million hits
City of Edmonton	1 million hits
City of Winnipeg	1 million hits
Cotter Canada	2 million hits
Comcheq	2 million hits
Magic Lantern Cinema	1 million hits
Canadian Superstore	2 million hits
NTN Video	1 million hits

## 2.2 Public Sector

As in the past, the support from the federal, provincial and local governments was excellent. The major highlight was the \$40,000 in advertising support that was spent by the Manitoba focal point and the Government of Manitoba which contributed to the overall success of the collection process. The ads were confined to radio and print.

The province of Alberta organized inserts in auto registrations, provincial pension cheques and licence renewals.

In Saskatchewan, we approached each department on our own and obtained support from all major utilities like Sask power, Sask tel etc.

The Focal point in the Northwest Territories arranged for support ads in the local papers and the distribution of materials.

All cities across the region expanded their support, notably Edmonton, Calgary, Prince Albert, Saskatoon and Winnipeg. We also had banners and electronic signs in cities such as Moose Jaw, Swift Current, Brandon, Yorkton, Calgary, Edmonton, Regina, Melfort and Prince Albert.

## **2.3 Associations**

The support from all types of associations from ethnic groups to school boards, health centres and units, schools, libraries, colleges and universities, seniors' groups and churches was extensive across the region. Materials had to be re-ordered and, in some cases, reprinted to meet the demand.

## **2.4 Ethnic program**

Three open houses were held, two in Edmonton and one in Calgary. In Winnipeg, the communications staff made a presentation to the annual meeting of the Manitoba Ethnic Association. The region again developed posters, translated materials into 25 languages and provided a Telephone Assistance Service. Reminder cards were produced in Chinese and Vietnamese.

Specialized radio messages were produced for all ethnic media and television messages in Chinese and Vietnamese ran in Calgary and Winnipeg.

## **3.0 Media**

With the high profile generated by the race question, media coverage started early and continued well into the early part of June. Between May 1 and May 14, the Director appeared on 12 open-line radio and television programs. These ranged from local to provincial shows and on one occasion, the show was national. If all staff, including communications and collection are included, over 229 interviews were carried out prior to and just after Census Day.

The local enumerator issue arose just after Census Day. On many talk shows, this became the focus of the Census and it had to be dealt with many times during the clean-up period. This was a far larger and consistent concern than in previous censuses.

## **3.1 Public Service Announcements**

As in the past, the Prairie region produced a series of Public Service Announcements (PSAs). This time, Leslie Nielsen, Jean Beliveau, Nettie Wiebe, Susan Aglukark and Allan Blakeney agreed to participate. A movie trailer for theatres, featuring Mr. Nielsen was also produced.

The PSAs were used by 20 stations for 325 spots. Some of these spots occurred during the NHL playoffs with a projected viewing audience of over one million. Spots were also featured on the new cable specialty stations such as BRAVO, TSN DISCOVERY and SHOWCASE. In addition, arrangements were made for spots on such border stations as KREM and KXLY Farm show.

Local cable outlets were also provided with copies of all of the spots. No numbers are available regarding their use of the material.

The movie trailer ran on 70 screens from Manitoba through to the Northwest Territories and the Yukon. The estimated viewing audience was approximately one million.

#### **4.0 Northern Census**

For the first time, the Prairie region was responsible for the entire Northwest Territories for collection and communications. In the past, the Quebec region had been responsible for part. Two promotions were organized. One for early enumeration in February and march and one for the Yellowknife triangle in April and May.

#### **4.1 Early enumeration**

Two posters were provided for early enumeration, one to be used in the eastern Arctic and the other in the western Arctic. A Public Service Announcement featuring Susan Aglukark was produced for television and radio. Materials were also provided to schools, libraries, territorial departments, associations, hospitals, RCMP stations, nursing stations and hotels.

Local businesses such as The Northwest Company, Arctic Co-ops and Northwest tel provided good support.

Press conferences were held in Iqaluit and in Inuvik to kick off the early enumeration.

#### **4.2 Northern Census**

A different approach was used with the northern census. High schools in Yellowknife, Hay River, Fort Smith and Fort Simpson were contacted to determine if students would put up posters throughout the community in return for a donation to the graduation funds. Collection indicated the coverage was outstanding.

Radio and newspaper interviews were conducted and the Mayor of Yellowknife published an article encouraging all northerners to fill in their forms.

## **5.0 Aboriginal Program**

Through agreements with the Assembly of Manitoba Chiefs and the Manitoba Métis Association, posters were produced for each province, ads were placed in all native newspapers and spots ran on all Aboriginal radio networks. Newspaper supplements were sponsored in Métis newspapers. As well, interviews were arranged for the manager of the program.



## **Communications – Pacific Region**

### **1.0 Introduction**

The 1996 Census Public Communications Program for the Pacific Region incorporated a wide variety of programs designed to obtain a broad range of media coverage and third party support for the Census. The goal of the program was to create census awareness and to motivate the general public, as well as a number of special target groups, to participate in the Census. The 1996 Pacific Region program, built upon the successful regional program for the 1991 Census, was comprehensive in its scope, ensuring that all parts of the region, and all sectors of the population received the census message. The issues and public mood that we dealt with in the 1991 Census generally prevailed, though there was a marked increase in privacy concerns. One of the key measures of the success of the 1996 Census Public Communications program was the level of mail returns, which despite the challenges we faced, matched the levels achieved in 1991.

### **2.0 Operating Environment**

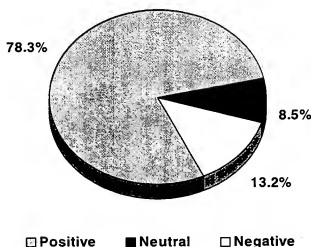
#### **Issues as reflected by the media**

The Census was covered in 670 media stories (print & electronic, including ethnic media) between November 1995 and June 1996, compared to 866 media stories in the 1991 Census. Most of the coverage was generated by the 16 mainstream releases that went out under the regional census feature article program. The proportion of positive, negative and neutral stories remained similar. An analysis of print media shows 13% negative coverage in '96 compared to 12% in '91. While negative coverage increased slightly, this is wholly attributable to the focus on the visible minority question.

British Columbians have traditionally been more concerned than the rest of the country with personal privacy and confidentiality. However, the media focused less on this issue than in 1991. There appears to have been regional fluctuations between 1991 and 1996 in terms of issues at the forefront. In 1991 "Count me Canadian" was the major issue in the Toronto media, and this now seems to have migrated to Vancouver for 1996. Conversely, the key issue in BC in 1991 was privacy/confidentiality, particularly the local enumerator issue. In 1996, this became the major census issue in the Toronto media.

Of particular note, in the 1996 Census, except for local enumerator complaints and a staged protest by the December 9 Coalition in our office lobby, the Pacific Region was virtually "crisis free", with no negative press focusing on operational issues or controversial situations.

## 1996 Census Media Slant



The key issues in regional media for the 1996 Census based on frequency were:

- **Race/Ethnicity -- 89 stories**
- **Unpaid Work -- 26 stories.**
- **Privacy/Confidentiality -- 10 stories**
- **Same Sex Partnership -- 8 stories**

In 1991, the top 4 issues in this region, based on frequency in the media were:

- **Privacy/Confidentiality -- 18**
- **Ethnicity -- 15**
- **Native Refusals -- 12**
- **Unpaid Work -- 8**

## Issues Identified in Comments in 2B Questionnaire Sample

In addition to the issues that surfaced in the media, Census Communications undertook a focused study to obtain information from the comments section of the 2B questionnaires, as this was not being approached systematically at any other phase of the process. The comments from 1,496 questionnaires were photocopied at the regional FCU, from which 2,609 individual comments were obtained. The most significant general issues can be categorized as follows:

**Privacy/Confidentiality-- 421 (16.1% of total comments)**

**General Anti-Govt --236 (9.0%)**

**Race/Ethnicity -- 217 (8.0%)**

**2B Too Long/ -- 78 (3.0%)**

**Difficult for Seniors -- 75 (2.9%)**

## Race and Ethnicity

In the fall, anti-federal government sentiment focused largely on Employment Equity Legislation. Academic discussions questioning the "biological legitimacy" of race and the value/relevance of data on visible minorities appear regularly in the Montreal, Toronto and Vancouver print media. Following the Referendum, there was increased interest in being able to mark "Canadian" on the census questionnaire, and continuing confusion as to the permissibility of doing so.

While there was not an explicit party initiative against the census, a number of BC Reform MPs campaigned vocally against the visible minority question:

- **Val Meredith, South Surrey, White Rock -- challenge in House**
- **Ted White, North Vancouver -- Reiterates Meredith's concerns in North Shore News**
- **Mike Scott, Skeena -- Advising that people write in "Martian"**
- **Chuck Strahl, Fraser Valley East -- Headline in Chilliwack weekly, April 18-- Census a 'Disgrace'**
- **Jay Hill, Prince George, Peace River -- Column, April 23, Resistance to federal plan to count races**

Numerous articles were written on the issue and it was the subject of many radio call-in programs, but calls to the CHL do not indicate that this was a major concern for the public. It is likely that many British Columbians have written in Canadian on Question 19. The "Census a Disgrace" campaign was picked up by a Fraser Valley weekly, which

ran a headline, but it doesn't appear to have gone any further.

The focus by the media on the race/ethnicity issue created substantial coverage for the census, hence contributing to overall census awareness and participation. The net real impact of the campaign on the census was positive. The damage created by this issue is the possible compromise in quality on question 19 and, to a lesser extent, question 17.

### **Privacy/Confidentiality Concerns**

While issues relating to privacy and confidentiality had less prominence in the press in this region than in the past, the issues are alive and well, as evidenced in the comments on questionnaires that we sampled. The issue of the local Census Representatives viewing the census questionnaires of neighbours was the most prevalent concern expressed by respondents. While the note on the envelope address this issue to some extent, the tolerance level for this procedure is clearly reaching a threshold. Other related privacy/confidentiality concerns expressed by the public include the perception that raw data, or small area data that can identify individuals is sold to marketers; that there are flaws in census procedures to vouchsafe personal information; and that generally government is intruding on private lives.

### **Unpaid Work**

Most coverage on this issue was positive, including press coverage in the Vancouver Sun (Hedy Fry) and the BC magazine Women in Focus. BC Voice of Women operating mostly on Vancouver Island have published a pamphlet advising women to erroneously fill in the Labour Market Activity questions. Numerous women's organization picked up on the campaign and published instructions on how to fill out the work section; they have also held meetings where they show the Marilyn Waring video that advises the same. A Fraser Valley radio station has criticized Statistics Canada for bowing to the pressure of a strong lobby.

### **Same Sex Couples**

Vancouver appeared to be the hot spot of interest on this issue. The mainstream media did not focus on this issue, despite the attention getting activities of activists in Vancouver. Meetings took place with the December 9 Coalition who wanted Statistics Canada to advertise nationally that same sex partner was an acceptable write-in to question 2. The organization does not appear to be well organized or particularly active at this time. The December 9 Coalition was active in the consultation process pushing for the adaption of the question on marital status to include the enumeration of same sex couples. There are differing positions within the group; however, the perception is that the Census would

provide social legitimacy to their position. Articles promoting the census, and advising that "same sex partner of person x" can be written in on question 2, have been sent to 5 gay and lesbian publications. The December 9 Coalition is now liaising directly with Doug Norris, Director, Housing, Family and Social Statistics Division.

### **Aboriginal Issues**

There were 3 articles on Native Refusals in the 1996 Census, (Globe & Mail, Whitehorse Star, Victoria Times Colonist) compared to 12 in 1991.

There may be two factors contributing to this: In 1991, the census was used as an opportunity to grandstand and to gain profile for political issues by a number of bands. With progress being made on land claims in BC, first nations leaders may not feel the need to use the census to gain political mileage. Secondly, the First Nations operations program changed significantly. In 1991, a separate First Nations program was responsible for all liaison with bands and reserves. In 1996, Census Area Managers took on this responsibility, which resulted in improved relations.

### **Impact of the Provincial Election**

A provincial election was called for May 28th, two weeks after Census Day. The major impact of the election was that advertising space was dominated by campaign ads. Even though outdoor was booked in the fall by McKim Advertising, we did not receive all of the locations that we identified. Furthermore, the frequency of ads developed for cable TV were significantly reduced because of campaign ads, and so was our exposure. During the two weeks following Census Day, radio had been booked, but were unable to buy additional time in the Vancouver and Victoria markets because of the election. There was little impact on print, except that election ads were competing with Census ads for attention.

In terms of media coverage in general, the election detracted significantly from the Census, particularly in the last two weeks following the census. For example a letter to the editor of the Vancouver Sun that was intended for the Saturday issue was not printed until the day after the election, four days later.

We expect that the election caused some confusion about the two activities and possibly created respondent intolerance.

### **Regional Media Program**

The four key functions of the 1996 Census media program were to encourage extensive,

positive, media coverage; respond to erroneous media coverage; prepare spokespeople and field managers for dealing with the media and; monitor and analyze media coverage in the region. Based on the success of the approach in 1991 of providing print media with a series of positive articles with meaningful local messages, we developed thirteen core feature articles which were distributed to the print media beginning with the CAM profile in early February and ending with an article entitled "Census could miss basement suites" on May 17th. Special articles were developed as required in response to situations in the field, such as assisting with recruiting and getting special messages to problem areas. Approximately 42% of all press coverage was based on the census feature articles, many of which were published verbatim.

The Pacific Region issued 26 letters to the editor to various print publications, down significantly from 1991. The issue that generated the most correspondence was visible minority question (73%).

Media training was undertaken by Communications staff and senior managers, who were designated as Census Spokespeople. Following training, weekly sessions were held to discuss issues and practice interviewing skills. Media training for field managers was replaced in 1996 with a more generalized public relations training approach, where emphasis was placed on interacting with the public, staff, media and MPs. This approach was welcomed by field staff and generally, preferred to spokesperson training. Some CAMs conducted interviews, but most media calls were directed to regional Communications.

## **Paid Advertising**

McKim Advertising working out of Winnipeg was the single agency selected for the 1996 Census campaign. Communication with the agency was very good. The agency was very familiar with the Vancouver market, and adapted the national plan to suit our requirements.

The creative was well tested, with focus groups taking place in our region. Both print and audio ads were well done. Partly because of the provincial election, and partly because of the nature of buying large markets, we did not get the hoped for placements. Bus "kings" were very effective, as were SkyTrain station billboards. Bus shelters and bus stop benches were very poorly placed and should not be done again.

Print ads in Dailies and selected community papers worked well, and the agency was responsive to placing additional ads as required in slow areas. While radio was effective and the creative very good, the election campaigning overshadowed many of our spots.

While there was no national television advertising, McKim bought space on Rogers and Shaw cable TV listing and real estate listing channels. This worked well, though again, the election impacted on our exposure.

Elevator ads were bought in all commercial and residential buildings with ad boards in the Vancouver and Victoria markets. This was a very effective and inexpensive method of advertising and served as a good reminder to people heading into their apartments.

## Summary of Coverage

As third party support had provided us with such a successful vehicle for getting our messages widely disseminated in 1991, this aspect of the program took on an even more significant role in the 1996 Census. Our core program sought third party support from Corporations, Associations, Special Target Groups and all three levels of government. At the end of May, 1996, the Pacific Region third party support program had 1,779 commitments throughout British Columbia and the Yukon, with an estimated 129 million "hits". That's approximately 35 "hits" or "exposures" to the census message per person in region, strictly from third party support initiatives. To ensure that all areas of the region and that people in all walks of life were being adequately covered, a weekly commitments tracking system was established which provided an excellent source of information on audience coverage.

For the 1996 Census third party support program, a graphic order form with sample materials illustrated on the front was developed. This approach went a long way in selling supporters on using our material to support the Census, as it provided concrete examples of the materials they would be ordering. This was the first of a range of promotional materials that were very well received in the region. In addition to the national promotional materials, the region developed a poster, tent card, special inserts, a regional brochure (translated into Chinese and Punjabi), and the Adult Basic Education Handbook.

The key messages that were directed to the people of BC and the Yukon, were:

- **May 14th is Census Day - Count Yourself In!**
- **Fill in and mail back your census questionnaire**

- **A complete census means BC & Yukon get fair share of money and services**
- **Personal information is confidential**

The Pacific Region 1996 Census corporate support program, including both private sector and crown corporations, was excellent. Particular emphasis was placed on those organizations that were major employers and those corporations which, by virtue of their industry type and numerous locations throughout the region, had extensive contact with the general public. Major supporters were Rogers Sugar, Save On Food Group, Hong Kong Bank of Canada, White Spot Restaurants, McDonald's Restaurants, Orca Bay Sports, IGA Stores, London Drugs, Mohawk Oil, Molson Breweries.

Crown corporations were the most significant group of supporters, generating millions of hits through the extensive free publicity that they provided. Top performers were:

- BC Transit - free advertising space inside all local buses in BC, 15 million hits.
- BC Pavilion Corp - electronic billboard at BC Place stadium, 4.2 million hits.
- BC Hydro - inserts in all bills, 3.25 million hits.
- BC Liquor Distribution Branch - message on bags, 2 million.

Over 130 associations throughout the region generated 4.5 million hits in support of the Census. Churches, professional associations, labour organizations, clubs, and community associations of all kinds pitched in to communicate the census message to their members. Of note, the BC Automobile Association published a short feature in their glossy magazine focusing on travel to work, the Neighbourhood Pub Assoc. distributed coasters to its members and; BC & Yukon Hotels Assoc. distributed posters and brochures to its members. The association support was particularly valuable, as many of the associations were able to provide in depth information to their members. Chambers of Commerce were one the most supportive groups. By Census Day, fully 71% of all Chambers of Commerce in BC actively promoted the Census to their members, and in many cases distributed materials to their members.

Closely aligned with the associations program are the special target group and special education sectors. Special target groups include community support groups for seniors, the disabled, youth, and the homeless. Special education includes ESL and Adult Basic Education programs. Over 450 commitments were received from these organizations generating 4.3 million hits. While the number of hits is not staggering, each one represents a high level of commitment from instructors and support workers who assisted their clients and students in understanding the census with the aid of census teaching

materials and non-official language aids that we produced.

Elementary and secondary schools ordered over 2,700 Teachers Kits and also promoted the Census widely through the use of posters, bookmarks, pay check inserts, and articles in parent newsletters. Twenty-one postsecondary institutions (95%) promoted the census. In addition, student associations, academic libraries, foreign student associations, and student newspapers pitched in with additional support.

In planning for a First Nations Program, the Pacific Region undertook an environmental assessment of a number of reserves in 1995, which greatly informed our approach to the program. In a departure from the 1991 Census where a separate program was established to assist with the First Nations enumeration, Census Area Managers were given responsibility for liaising with reserves in their own area. Because of the change in approach, the Communications team placed an equal emphasis on communicating with both on and off reserve First Nations populations (more than 75% of the target group lives off reserve). Over fifty off reserve organizations promoted the Census to their members. CAMs were provided with posters and other promotional material to hand deliver when visiting reserves.

As in 1991, support from all three levels of government was very high. In addition to the support from federal government head offices in Ottawa, regional federal government offices often provided support through regionally based functions. In all, 39 offices of federal government departments promoted the Census to employees and client groups in the region. Support from the BC and Yukon governments was outstanding, particularly the focal points, who worked closely with us to garner support from other ministries. In total, twenty-five provincial government offices supported the Census, resulting in just under 4 million hits.

Municipal government support was also tremendous. In addition to targeting municipalities per se, we targeted recreation centres, libraries, and other municipal facilities, such as museums, and Science World. We had a total of 295 commitments from the municipal sector which translated to over 12.5 million hits.

Regional communications tours were conducted in February and March 1996 whereby staff fanned out across the region visiting media, mayors, MP & MLA offices, First Nation organizations, malls, and potential large supporters who were not already on board as supporters. A second trip was conducted at the end of April and into May which focused on media interviews to promote the Census.

A comprehensive thank you campaign was conducted after the Census. Letters were sent to high level supporters, and a post card based on the tent card balloon design was sent to

all others, thanking them for helping to achieve a successful enumeration in BC.

## Collections Support

Apart from the formal communications program which established broad based support and good will for the Census across the region, a significant focus of the project was supporting the staffing and field activities of the Census Collection team.

Communications developed and placed display ads and created recruitment posters to assist with staffing; three issues of an internal newsletter, *The Enumerator*, were developed to keep field staff informed and connected; an ad was placed in the BC Property Manager magazine and letters were drafted to assist staff with entry into residential buildings. Communications participated in regular brainstorming meetings with the Collections that resulted in innovated solutions for specific activities in both areas.

## Recommendations

Each chapter in the evaluation report contains specific recommendations relating to each aspect of the program. However, there are three important recommendations that are critical to planning an effective communications program for the 2001 Census.

1. Public concern for privacy and confidentiality has intensified since 1991 and some visible action should be taken to address the issues. The Pacific Region is recommending that a large, clear message advising respondents of the option of mailing to a central office be printed on the envelope. To further address the issue, the guide, and other written materials need to transparently describe the edit and processing procedures that we employ and time frame for the destruction of questionnaires.
2. Issues surrounding the reporting of same sex couples on the census have intensified based on the activity of the December 9 Coalition in Vancouver. A demonstration at the Census office, and support from Dr. Hedy Fry's office have given this issue even more profile. Until action is taken to establish a relationship question that is inclusive, and clear instructions are provided in the guide, this will be a major communications issue in this region.

3. The activities of the national corporate support program should be conducted early in the census cycle and communicated regularly to regional offices. In cases where national support has not been garnered, and depending on circumstances, regional offices of the national companies could then be approached by the regional program.

## **Conclusion**

The 1996 Census Communications Program in the Pacific Region was by all measures a success. Perhaps the strongest indicator, if not the cause of our success, was the cohesiveness of the team and the excellent relationships that were established with HO Communications and the regional Collections team. The Communications team was largely built from Data Dissemination Officers, who understood the value of census data that they were helping to collect from working in the Regional Reference Centre. While the level of formal communications training was not high, the group of talented and hard working people on the regional team planned and implemented an exemplary program. Contributing to our success was the fact that the 1991 Census Public Communications Evaluation Report provided us with an excellent road map.

The tremendous support at the national level for our regional program was another factor contributing to the success of our program. The level of funding made available was based on a real understanding of regional issues. Regions were included in the decision making process to the greatest extent possible. There was also a great respect for the reality of regional differences and the role of regional managers in developing a program suited to their area. Materials received from head office were of top quality and in most cases arrived in a timely manner. Responsiveness to requests for support from HO, no matter the nature, was consistently excellent.

It is the hope of the 1996 Census Public Communications team that this evaluation provide a foundation for the 2001 Census to build upon, just as the previous program evaluation did for us.



**Planning and Implementation**

**Planification et mise en oeuvre**



## **Strategic and Operational Framework**

### **1.0 Introduction**

The Census Communications Group, which was composed of staff situated in Ottawa and in each of the regional offices, was responsible for providing communications advice and support to the 1996 Census Project. This included an advisor role to the Census Management Team and to senior management and proactive communications activities in support of the Collection project.

### **1.1 Strategic and Operational Framework**

In order to clarify the support that would be provided to the Collection project, a strategic and operational framework was developed. This framework was reviewed by the regional offices (including the Regional Directors, the Assistant Directors of Advisory and the regional communications manager), the 1996 Census Manager, the Project Manager, Collections and the Director, Communications Division. Comments were taken under consideration and the document was finalized on July 18, 1994. The Ontario region had some additional concerns and, as a result, the Ontario strategic and operational framework was not finalized until September 1994. The 1996 Census Communications Program Strategic Framework is attached as Appendix 1.

### **1.2 Operational Accords**

Regional Directors were asked to sign an *Operational Accord* indicating that they were aware of the contents of the strategic and operational framework as set out by the 1996 Census Communications Project. The accord specified the responsibilities of the regional office to determine, develop, implement and deliver communications activities and programs that are deemed to be most effective in building awareness of the Census and in generating mail response. The signed operational accords are in Appendix 2.

### 1.3 Operational Components

The operational components covered the management aspects of the Census communications program and delegated responsibility to the national program, the regional program or both. The management activities covered include:

project management	national responsibility
regional management	regional responsibility
program identification	national/regional responsibility
material management	national/regional responsibility
materials	national/regional responsibility
writing services	national/regional responsibility
conferences, exhibits and special events	national/regional responsibility
equipment	national/regional responsibility
staff development and training	national/regional responsibility

More detail on each of the components is included in The Strategic Framework, Appendix 1, pages five to nine.

### 1.4 Program Components

The program components covered the public relations aspects of the program. They included:

third party support	national/regional responsibility
media relations	national/regional responsibility
education	national to develop and distribute/regional to promote
paid advertising	national/regional responsibility
special target populations	national/regional responsibility

More detail on each of the components is included in The Strategic Framework, Appendix 1, pages ten to thirteen.

## **1.5 Issues Management**

The successful legal challenges to the Census, increased concern about personal privacy and the confidentiality of information collected by the government and a dislike by many respondents for questions dealing with employment equity, income or housing, required reliable monitoring systems in both regional offices and headquarters. This was created through networks set up with field staff and through a contract with a media monitoring company. In addition, spokespersons were named whenever a “crisis” situation was considered possible and all staff knew how to reach these persons.

## **1.6 Information Management System**

As part of the census management monitoring system, each project manager submitted an operational plan which included deliverables/activities, planned start and finish dates and actual start and finish dates (Appendix 3). These were monitored on a monthly basis to ensure that deliverables from one project to another were on time and that no activity or program was falling behind. Dates were updated monthly by the project managers.

## **1.7 Recommendations**

- a management team consisting of the regional communications managers and the project task managers and the project manager should be the planning and monitoring unit for the project.
- operational accords should be used again because they ensure that everyone knows in advance the expectations for their program area as well as for the project as a whole.
- the strategic and operational framework should specify responsibilities - national, regional or both. This clarifies roles.

**APPENDIX/APPENDICE 1**

**1996**

**CENSUS COMMUNICATIONS PROGRAM**

**STRATEGIC FRAMEWORK**

**COMMUNICATIONS DIVISION  
JULY 1994**

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## **INTRODUCTION**

The Census Communications Group, which is composed of staff situated in Ottawa and in each of the five regional offices, is responsible for providing communications support for the 1996 Census. This includes an advisor role to the Census Management Team and to senior management and proactive communication activities in support of the collection project and the dissemination project.

### **1. MANDATE**

The mandate of the Census Communications Group is to provide proactive communications programs that are both creative and cost-effective, while maintaining a positive and non-partisan corporate image of Statistics Canada. The communications program will strive to generate wide public support for the census during the enumeration stage and for its products and services.

- In the period leading up to the census and immediately after census day, the Census Communications Group will develop and implement activities to ensure that everyone who is living in Canada on May 14, Census Day, knows what the census is and what their rights (confidentiality and privacy of their information) and responsibilities are in respect to completing the census as required by the law. The communications messages will also emphasize that participation is important to the success of the census and the final usefulness of the data for decision-making and that those decisions affect everyone.

Wide public support for the census is essential to achieve a goal of timely and precise returns. Non-response represents a major financial burden to census collections.

- In the period after census day, the communications program will develop and implement a multi-faceted release program to obtain wide awareness of the results of the census and its products and services. This program will continue the client communication and education program started for the 1991 Census.

The strategic and operational framework which follow outline the principles which will guide the Census Communications Group in implementing these objectives in the period leading up to the census and immediately after.

## **2. CORPORATE OBJECTIVES**

The Communications Program public relations component will generate wide public support for the collection activities through activities which will:

- increase knowledge of the Census, its rationale and its benefits, thereby instilling a favourable attitude among Canadians that the census is worthwhile, necessary and that it is in their best interests to participate;
- motivate Canadians to return their census forms quickly and accurately so that a level of public support measured by the mail-back returns is at least equal to the level obtained during the 1991 Census;
- reassure Canadians that Statistics Canada is a responsibly-managed professional organization, dedicated to the protection of individual privacy and the confidentiality of data as provided for in the Statistics Act;
- reach poor response, undercoverage and special population groups with a view to improving the number and quality of their response;
- anticipate controversial issues and diffuse or re-direct them before a negative impact is created on the collection process. For 1996, issues already identified include same-sex couples, ethnicity, race, unpaid work and income specifically as it relates to the Census of Agriculture; and,
- establish a base of support for the post-censal surveys.

## **3. MESSAGE**

The message for the 1996 Census is simple: everyone counts for the census. However, instead of the "What's in it for me" message used in 1991, we will concentrate on explaining why the census is important for a community or neighbourhood, a town, city or province, why it is important that everyone participates in respect to the end use of the data and finally that participation is a legal obligation. We will also stress the importance of accurately completing the form.

## **4. STRATEGIC FRAMEWORK**

### **4.1 Approach**

The 1996 Census Communications program will focus not only on generating a high level of awareness that May 14, 1996 is census day, but also on increasing public knowledge of the uses of census data and their importance.

By building on the achievements of both the 1991 Census communications program which included extensive multi-faceted public relations and release components, the 1996 communications program will promote a positive attitude among Canadians that the census is worthwhile, necessary and in their best interests to participate.

### **4.2 Planning Assumptions**

The strategic framework is dependent on the following planning assumptions:

- The Census communications program is a joint program with equal participation by headquarters and regional office staff;
- Decisions will be made jointly on all aspects of the program by a management team composed of a manager in Ottawa and Communication managers in each of the five regional offices;
- The national program will have five components consisting of external support, media, special populations, education and paid advertising;
- There will be six regional programs (Ottawa - centralized edit, Atlantic, Quebec, Ontario, Prairies and Pacific). Each will be responsible for special target groups in addition to regional components of the national program. Sponsorship will include all levels of government as well as corporations and associations;
- The communications staff will generate support from third party sponsors at least equal to 75% of the support received for the 1991 Census;
- There will be paid advertising;
- Issues, specifically the local enumerator issue, that appeared only after the 1991 Census collection activities were well underway will be identified by the media prior to the start of 1996 mailback and result in an increase interest in the privacy aspects of the census;
- The mail-back rate will be lower than the 84.4% achieved in 1991 if vacant dwellings are

included in the equation. If comparisons are made, they will be determined on the same base as in 1991;

- There will be a communications component for early enumeration; and,
- Good News will be provided to senior management starting in January 1996.

#### **4.3 National/Regional Programs**

The 1996 Census communication national program will concentrate on merging specific activities related to education and special population with external support, paid advertising and media. Similar programs will be developed at the regional level, however, different weights may be attached to the various components. As in 1991, regional offices will be responsible both for specific components of the national program in addition to their own regional programs.

There will be six distinct regional communications programs for 1996. In addition to the established programs in the Atlantic, Quebec, Ontario, Prairies and Pacific regions, the centralized edit test will be handled as a "region".

In light of successful legal challenges made to the legislation governing census-taking in Canada that have been brought before the courts in the past decades Census Communications Group must anticipate the potential for controversy. Such issues as access to information and the confidentiality of government data sources will be a concern to many Canadians and will have to be carefully monitored by both the national and regional programs. Since many people consider that seeking information on such topics as ethnicity, income, race and unpaid work an invasion of privacy, the communications program will proactively deal with these issues in a variety of promotional and communications materials.

#### **5. EVALUATION**

Program evaluation is a vital part of the census planning cycle since it indicates what is and what is not successful. Each census learns from the successes and problems of previous censuses.

The success of the 1996 Census Communications program will be measured against the achievement of the corporate objectives and its ability to meet the operational and program goals and objectives.

From an operational and administrative perspective, evaluation will be based on such

quantifiable measures as mail response rate, number of hits from external supporters, media hits,

control of controversial issues, distribution of materials and adherence to budget. On a qualitative basis, the 1996 program will be assessed according to individual activities on both a national and regional basis.

## **6. OPERATIONAL COMPONENTS**

### **6.1 Project Management**

As part of the ongoing management and coordination of census communication activities among the various players (regional offices, subject matter divisions and services areas), the national team will:

- Allocate resources for designated communication activities as defined in accords with regional offices, subject matter divisions and service areas. Obtain approval for regional organizational plans and the resulting position and clearance numbers as required;
- Prepare, consult and implement the strategic overview and the operational strategy for the national program;
- Develop and implement the 1996 census logo and oversee the application of the logo on a variety of operational and promotional materials. Schedule and develop promotional materials as agreed through consultation with regional offices;
- Develop a strategic plan for the advertising program in consultation with senior management, regional offices and the Advertising Management Group;
- Develop a strategic plan for the Third party support program in consultation with senior management and regional offices;
- Develop and implement a strategic plan for written materials in consultation with regional offices;
- Develop and implement a strategic plan to monitor emerging issues and to assess the effectiveness of communications efforts to create awareness among the general public;
- Keep senior management informed of communication activities with weekly "good news" updates;
- Ensure full integration of the Census of Agriculture activities; and,
- Evaluate the national programs and the regional programs as appropriate;

*This is a national responsibility.*

## **6.2 Regional Management**

For the 1996 census, six regional programs will be identified: the Atlantic, Quebec, NCR (centralized edit), Ontario, Prairies and the Pacific. As part of the ongoing management and coordination of census communication activities in the region, the regional census communications manager will:

- Allocate salary and non-salary resources and monitor utilization of these resources;
- Develop an organization plan and staff approved positions;
- Prepare and implement both the strategic overview and the operational strategy within the parameters of the national strategic overview;
- Identify special target audiences in the region and develop a communications plan for contacting them and encouraging them to complete their census forms;
- Develop and produce regional promotional materials in support of regional communications plans;
- Provide comments on promotional and operational materials from both a content and design perspective;
- Ensure full integration in regional census office informatics systems and support from regional informatics staff;
- Provide a regional perspective to issues that might affect the census (unpaid work, race, ethnicity, same-sex couples, etc.);
- Develop and implement a regional external support program to include regional corporations, associations, municipal governments, consistency offices, MPPs etc.;
- Provide weekly input for "good news" starting in January 1996;
- Ensure full integration of the Census of Agriculture activities;

- Develop an internal communications program to ensure both census and non-census staff are informed about the census program and census activities underway in the region; and,
- Evaluate all phases of the regional program and prepare report;

*This is a regional responsibility.*

### **6.3 Program Identification**

Essential to the Census communications program is the early establishment of a distinct design concept and slogan. This design must be such that it can be used in bilingual format as well as unilingual English and/or French format. Since the design will be used nationally, it must also be acceptable to all groups and sectors of the country.

*This is a national/regional responsibility.*

### **6.4 Material Management**

The ongoing design, production and delivery of a wide variety of communications and promotional materials is vital both to the day-to-day operations of the project and to the historical record to be left behind. Accurate records will be kept of all items produced, cost of production, market for distribution, etc..

- All materials must go through the Census Communications Group to ensure that the logo and slogan are used appropriately and correctly. This includes size proportions, format, and font.
- The Census Communications Group is responsible for scheduling all design work. Sufficient notice must be provided by project managers of design requirements, including timing.

*This is a joint national/regional responsibility.*

### **6.5 Materials**

The 1996 census logo will appear on all communications and promotional materials. The design should be produced in the prescribed census colours for the Census of Population and the Census of Agriculture or in black and white. Other colours must not be substituted. All materials should

be immediately recognizable as census and should reflect the government's commitment to restraint. No gadgets will be produced.

- The Statistics Canada statgraph will not be used on promotional products.
- Promotional materials will be developed for the collection and processing projects if such materials are deemed to be worthwhile and meet communications objectives.
- Operational materials will be developed for the collection and processing projects on a cost-recovery basis.

*This is a joint national/regional responsibility.*

#### **6.6 Writing Services**

The Writing Unit is responsible for developing Questions and Answers, Census Facts, feature articles, backgrounders, briefing notes, brochures, testimonials, etc. Consistency of message and accuracy are essential ingredients of this material and clearly delineated lines of approval and documentation are part of the production process. Census approvals must abide by existing Agency approval processes for programs such as response to media and media releases. Each region will develop its own approval mechanism. If previously approved materials such as Questions and Answers, Census Facts or backgrounders are the basis for the regional materials, then additional approvals are not required.

- All written materials will be formatted and provided in both print and in electronic formats. Census Facts, Questions and Answers and backgrounders will be indexed and supplied in binders.
- Promotional materials such as brochures and poster copy will be provided to the regional offices in both official languages for comments and suggestions prior to final approval.
- The national writing team will provide writing services on demand. These will include speeches, news releases, articles, quizzes, biographies of poster artists, etc.
- Translation and editing assistance in both English and French will be available upon request. Timing and costs will be established independently for each request.
- Written materials developed in the regions and approved by Ottawa will be added to the inventory and provided to other regions.

- Writing assignments will be taken on for other projects on a cost-recovery basis.

*This is a joint national/regional responsibility.*

#### **6.7 Conferences, Exhibitions and Special Events**

A unique opportunity for direct contact with various *publics* is provided through conferences, exhibitions and special events. Exhibit supplies (banners, signage, set up units, etc.) will be supplied on request. Commitments will be made on a regional basis.

A "Speakers Bureau" function will be available to handle requests for speakers, specifically those involving high-profile opportunities such as the Canadian Club.

*This is a joint national/regional responsibility.*

#### **6.8 Equipment**

All effort will be made to ensure that MS-Mail on Network A continues to be available to communications staff for the entire census period. When sending faxes to Census Communications, the census fax machine (613-951-0930) should be used to ensure speed and delivery.

- Each region is responsible for undertaking an inventory of the computer equipment that will be available in census offices for use of communications staff. Additional equipment should be rented rather than purchased.

*This is a joint national/regional responsibility.*

#### **6.9 Staff Development and Training**

Training will be made available for staff to ensure that they have the necessary skills to successfully execute their jobs. Requirements for training should be identified and wherever possible handled in the region. Where this is not possible and/or reasonable, requirements should be submitted to Ottawa for implementation.

All efforts will be made to have communications staff available to assist with training of collections and processing staff.

*This is a joint national/regional responsibility.*

## **7. PROGRAM COMPONENTS**

### **7.1 Third party support**

Potential sponsors which have either a wide client base or a large number of employees will be contacted and asked to support the census. The census provides all necessary materials so support is free. Additional information is available in the *Third Party Support Strategy*.

- The following organizations will be contacted:
  - national corporations
  - regional corporations
  - large national associations
  - regional associations
  - Members of Parliament/Constituency offices
  - Senators
  - The Governor-General
  - Federal Departments
  - Provincial and territorial focal points/ministers
  - International statistics offices
  - Internal Statistics Canada councils and advisory committees
- Contacts made by the Minister or by the Chief Statistician will be organized and handled by Ottawa.
- Followup of contacts will be the responsibility of the region in which they reside.

*This is a joint national/regional responsibility.*

### **7.2 The Media**

The census is news and as such, it receives considerable coverage from the media. The media (broadcast; print: national dailies, magazines; and news agencies such as Canadian Press and Southam News) are one of the most cost-effective means of delivering census information to the broadest possible audience. In the interest of encouraging extensive, positive and accurate media coverage, Statistics Canada provides media with general information kits on the census, feature articles and background information in addition to taking part in print and broadcast interviews.

- Each media outlet will be the responsibility of the region in which it resides. For example, dailies in Nova Scotia will be handled by the Atlantic office. This also applies to weekly and community papers, magazines, television and radio and Provincial

parliamentary press galleries.

- The National press gallery, Ottawa media and media in the centralized edit area will be handled by Ottawa.
- Census News Briefs will be prepared and distributed nationally. This could be done electronically through the I.C.N. Contracting for media monitoring services will be arranged so that regional office requirements for prompt and reliable feedback are met. Misleading or contentious coverage will appear in the department clipping service.
- Media tours will be organized by regional offices.
- Media releases may originate in either Ottawa or a regional office but must follow standard Agency review procedures prior to release.
- All data contacts and media spokespersons will receive either media training or a refresher training session prior to undertaking any print or broadcast interviews.

*This is a joint national/regional responsibility.*

### **7.3 Education**

Activities will be prepared in support of the 1996 Census. Print will be available from Statistics Canada and an electronic format through Industry Canada's School-net service will be available to schools. The kits will only be provided upon request. There will not be large general mailings.

- General activities based on the 1991 Census promotional kits will be developed and provided to schools. In addition to school-net, we will continue to promote census materials through the 90 teacher newsletters that are currently on our subscription list. Subscribers to the 1991 Census Results Kits will also be provided with copies.
- Special activities will be available for second-language and adult education teachers, particularly those who teach recent immigrants. Adult education activities could be translated into a limited number of ethnic languages as required. Presentations directly to these students will be made whenever possible.

- Special activities will be available for early enumeration. We will work with the territorial ministry to translate activities into native languages.

*The preparation and distribution of the kit is a national responsibility. The promotion of the kit is a regional responsibility.*

#### **7.4 Paid Advertising**

Resources for paid advertising for products and services will be submitted as part of the Agency's annual advertising submission to the Cabinet Committee on Communications. All ads (national and regional), including recruitment advertising (paid or free) and public service announcements must receive an approval number from the Advertising Management Group. All of the advertising must go through DSS and Genesis Canada. We are required to have an advertising agency for all of the census work - both national and regional.

- There will be a national advertising program prior to and including Census Day. After Census Day, regional campaigns will kick in. These will be targeted to areas where mail returns are slow. It is important for consistency of the message that the national and regional campaigns have a common look and feel. This will also simplify approvals.
- In specific areas where returns have traditionally been slow, the paid advertising followup program will be instituted well in advance of either drop-off or mailback.
- AMG approvals will be handled by Ottawa. Placement will be the responsibility of the Agency. Processes will need be worked out to simplify regional post-census placement.

*This is a joint national/regional responsibility.*

#### **7.5 Special Target Populations**

This includes those groups where undercoverage was high in the 1991 Census (young men and in some areas young women between the ages of 18 and 30), immigrants, non-permanent residents and Aboriginal people.

- Specific programs and materials will be developed for each of these populations and efforts will be made include collaborating with collections staff to effectively deal with these groups and their many unique differences.

- A national strategy will be developed for the ethnic program by the Pacific Regional office. Consultation with senior management and the other regions will be undertaken by this region.
- A national strategy will be developed for youth by the Quebec Regional office. Consultation with the other regions will be undertaken by this region.
- A national strategy will be developed for Aboriginals. Consultation will take place with senior management, staff of the Post-censal Survey program and the regional offices.

*This is a joint national/regional responsibility.*

#### **7.6 Issues Management**

Regional offices will keep the national program informed of all negative or potentially damaging coverage. Briefing notes and questions and answers will be developed well in advance so that all regions know the official department position. Spokespersons will be identified for all potential problem areas.

*This is a joint national/regional responsibility.*

## **CADRE STRATÉGIQUE**

### **PROGRAMME DES COMMUNICATIONS DU RECENSEMENT DE 1996**

**DIVISION DES COMMUNICATIONS  
JUILLET 1994**

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## INTRODUCTION

L'équipe des Communications du recensement, formée du personnel en poste à Ottawa et dans chacun des cinq bureaux régionaux, est chargée des communications en vue du Recensement de 1996. Elle a notamment un rôle consultatif auprès de l'équipe de gestion du recensement et des cadres supérieurs et mène des activités de communications proactives à l'appui de la collecte et de la diffusion des données.

### 1. MANDAT

L'équipe des Communications du recensement a pour mandat de mettre sur pied et d'exécuter des programmes de communications proactifs à la fois innovateurs et rentables, tout en conservant l'image de marque positive et non partisane de Statistique Canada. Le Programme des communications aura comme but de susciter une grande participation au sein du public lors du dénombrement et de faire connaître les produits et services du recensement.

- Pendant la période qui précède et qui suit immédiatement le jour du recensement, l'équipe des Communications du recensement devra élaborer et mener des activités visant à sensibiliser au recensement toutes les personnes vivant au Canada le 14 mai, jour du recensement. De plus, elle devra les informer de leurs droits (la confidentialité et la protection des renseignements fournis) et de leurs responsabilités de remplir le questionnaire du recensement, comme la loi le prescrit. Les messages de communications mettront l'accent sur l'importance de la participation du public en vue de faire un succès du recensement. Ils souligneront également l'utilité finale des données dans le processus de prise de décisions dont les résultats touchent tout le monde.

Pour que les Canadiens remplissent complètement et retournent rapidement leur questionnaire, il faudra qu'ils appuient fortement le recensement. La non-réponse représente un énorme fardeau financier dans la collecte du recensement.

- Après le recensement, le Programme de communications élaborera et mettra en oeuvre un programme de diffusion à plusieurs facettes. Ce programme fera connaître au grand public les résultats, les produits et les services du recensement. Il donnera suite au programme des communications destiné aux clients et aux enseignants entrepris lors du Recensement de 1991.

Le cadre stratégique et opérationnel énonce les principes qui guideront l'équipe des Communications du recensement dans la réalisation de ces objectifs au cours de la période précédant le jour du recensement et de celle le suivant immédiatement.

## 2. OBJECTIFS GÉNÉRAUX

Le rôle de la composante des relations publiques du Programme des communications sera, lors de la collecte, de susciter une grande participation au sein du public. Cela se fera au moyen d'activités qui :

- feront connaître le recensement, sa raison d'être et ses avantages. Ainsi, elles susciteront chez les Canadiens le sentiment favorable que le recensement est une opération valable et nécessaire et qu'ils ont intérêt à y participer;
- inciteront les Canadiens à remplir complètement leur questionnaire de recensement et à le retourner rapidement, de sorte que le taux de participation du public, mesuré à l'aide des questionnaires reçus par la poste, soit au moins égal à celui obtenu au cours du Recensement de 1991;
- réassureront les Canadiens que Statistique Canada gère ses programmes de façon responsable et professionnelle et que l'organisme a le souci de protéger la vie privée des Canadiens et la confidentialité des données fournies, comme le prévoit la *Loi sur la statistique*;
- atteindront les groupes de population spéciale, les groupes sous-dénombrés et ceux ayant obtenu un faible taux de réponse en 1991, et ce, afin d'améliorer leur taux de réponse et la qualité de leurs réponses;
- détermineront les questions d'intérêt et réduiront leurs effets avant qu'elles agissent négativement sur la collecte des données. En 1996, ces questions d'intérêt sont les couples formés de personnes du même sexe, l'origine ethnique, la race, le travail non rémunéré et le revenu, en particulier celui déclaré au Recensement de l'agriculture;
- encourageront la population à accueillir favorablement les enquêtes postcensitaires.

## 3. MESSAGE

Le message du Recensement de 1996 est simple : tout le monde compte au recensement. Toutefois, au lieu d'utiliser le message de 1991, qui disait «Quels en sont les avantages», nous mettrons l'accent sur l'importance du recensement au sein d'une collectivité ou d'un quartier, d'une municipalité, d'une ville ou d'une province. Nous expliquerons pourquoi il importe de participer au recensement en raison de l'utilisation finale des données et en raison de l'obligation légale. Nous soulignerons enfin l'importance de bien remplir le questionnaire.

## **4. CADRE STRATÉGIQUE**

### **4.1 Approche**

Les activités du Programme des communications du Recensement de 1996 sensibiliseront non seulement le public au jour de la tenue du recensement, soit le 14 mai 1996, mais elles serviront aussi à accroître les connaissances du public sur les utilités et l'importance des données du recensement.

Comme le Programme de 1996 s'appuie sur les réalisations du Programme des communications du Recensement de 1991, qui comprenait diverses composantes d'envergure sur les relations publiques et la diffusion, il suscitera chez les Canadiens le sentiment que le recensement est une opération valable et nécessaire et qu'ils ont intérêt à y participer.

### **4.2 Hypothèses de planification**

Le cadre stratégique repose sur les hypothèses de planification suivantes :

- Le Programme des communications du recensement est un programme conjoint auquel participent à parts égales le personnel du bureau central et celui des bureaux régionaux.
- Une équipe de gestion composée d'un gestionnaire d'Ottawa et de gestionnaires des communications provenant de chacun des cinq bureaux régionaux prendront conjointement les décisions sur tous les aspects du programme.
- Le programme national aura cinq composantes : le parrainage par un tiers, les médias, les populations spéciales, le réseau scolaire et la publicité payée.
- Il y aura six programmes régionaux (Ottawa - contrôle centralisé, Atlantique, Québec, Ontario, Prairies et Pacifique). Le personnel de chacun sera responsable de groupes cibles spéciaux ainsi que des composantes régionales du programme national. Le parrainage proviendra des différents échelons de gouvernement ainsi que des sociétés et des associations.
- Le personnel des communications obtiendra de la publicité par un tiers au moins égale à 75 % de l'appui reçu au Recensement de 1991.
- Il y aura de la publicité payée.

- Les questions d'intérêt (en particulier celle du recenseur local) qui ont fait surface une fois entreprise la collecte des données de 1991 seront signalées par les médias avant même que ne commence, au Recensement de 1996, le renvoi des questionnaires par la poste.

Cette façon de faire aura pour effet d'accentuer l'intérêt pour tout ce qui, dans le recensement, touche la protection des renseignements personnels.

- Si l'on tient compte des logements vacants dans l'équation, le taux de retour par la poste sera inférieur au taux de 84,4 % enregistré en 1991. Si l'on veut faire des comparaisons, on procédera de la même façon qu'en 1991.
- Il y aura une composante de communications dans le cadre du dénombrement anticipé.
- On diffusera le bulletin de *Bonnes nouvelles* aux cadres supérieurs à compter de janvier 1996.

#### **4.3 Programme national et programmes régionaux**

Une des fonctions importantes du Programme national des communications du Recensement de 1996 sera de coordonner les activités ayant trait au réseau scolaire et aux populations spéciales, et ce, à l'aide de parrainage par des tiers, de la publicité payée et des médias. On élaborera des programmes similaires dans les régions, mais l'importance relative des diverses composantes pourrait varier. Comme en 1991, les bureaux régionaux auront la responsabilité de certaines parties du programme national et de leurs programmes régionaux.

Il y aura six programmes de communications régionaux en 1996. Outre les programmes établis dans les régions, soit l'Atlantique, le Québec, l'Ontario, les Prairies et le Pacifique, on considérera le contrôle centralisé comme une «région».

Étant donné les contestations juridiques de la loi régissant les recensements au Canada qui, au cours des dernières décennies, ont eu gain de cause devant les tribunaux, les Communications du recensement devront prévoir d'éventuelles controverses. Des questions telles que l'accès à l'information et la confidentialité des réponses recueillies par le gouvernement seront un sujet de préoccupation pour beaucoup de Canadiens. C'est pourquoi, le personnel du programme national et celui des programmes régionaux devront y accorder beaucoup d'attention. Comme beaucoup de gens considèrent comme une intrusion dans la vie privée le fait de demander des renseignements sur des sujets tels que l'origine ethnique, le revenu, la race et le travail non rémunéré, le personnel du programme des communications veillera à traiter ces questions de façon proactive à l'aide de matériel de promotion et de communication.

## **5. ÉVALUATION**

L'évaluation des programmes est une partie vitale du cycle de planification des recensements, car elle permet de déterminer les réussites et les échecs. Chaque recensement donne l'occasion de tirer des leçons des succès et des problèmes des recensements précédents.

On mesura le succès du Programme des communications du Recensement de 1996 par rapport à la réalisation des objectifs généraux et de ceux des composantes opérationnelles et des composantes du programme.

Du point de vue opérationnel et administratif, l'évaluation puisera son fondement sur des mesures quantifiables telles que le taux de réponse par la poste, le nombre de fois où le recensement est porté à l'attention du public par une organisation externe ou par les médias, le contrôle des questions d'intérêt, la distribution des produits d'information et le respect du budget. Du point de vue qualitatif, on évaluera le programme de 1996 activité par activité à l'échelle nationale et régionale.

## **6. COMPOSANTES OPÉRATIONNELLES**

### **6.1 Gestion de projet**

Dans le cadre de la gestion des activités de communications liées au recensement et de leur coordination entre les divers intervenants (bureaux régionaux, divisions spécialisées et secteurs de service), l'équipe nationale aura les fonctions suivantes :

- attribuer les ressources prévues pour les activités de communications selon les ententes conclues avec les bureaux régionaux, les divisions spécialisées et les secteurs de service; faire approuver les plans organisationnels régionaux et obtenir les numéros de poste et d'autorisation de sécurité appropriés, selon les besoins;
- préparer et mettre en oeuvre le plan stratégique et la stratégie opérationnelle du programme national;
- créer le logo du Recensement de 1996 et veiller à ce qu'il figure sur le matériel promotionnel et opérationnel utilisé; élaborer le matériel promotionnel nécessaire et prévoir le moment de son utilisation, tel qu'il a été convenu avec les bureaux régionaux;
- élaborer un plan stratégique dans le cadre du programme de publicité, en consultation avec les cadres supérieurs, les bureaux régionaux et le Groupe de gestion de la publicité;

- élaborer un plan stratégique dans le cadre du programme de parrainage par les tiers en consultation avec les cadres supérieurs et les bureaux régionaux;
- élaborer et mettre en oeuvre un plan stratégique concernant la rédaction de documents, en consultation avec les bureaux régionaux;
- élaborer et mettre en oeuvre un plan stratégique permettant d'observer l'évolution des questions d'intérêt et d'évaluer les efforts de communications destinés à sensibiliser le public;
- tenir les cadres supérieurs au courant des activités de communications à l'aide du bulletin hebdomadaire *Bonnes nouvelles*;
- assurer l'intégration complète des activités du Recensement de l'agriculture;
- évaluer les programmes nationaux et les programmes régionaux, comme il se doit.

*Cette responsabilité s'exerce à l'échelle nationale.*

## **6.2 Gestion régionale**

Au Recensement de 1996, on identifiera six programmes régionaux, soit un pour chacune des régions suivantes : Atlantique, Québec, RCN (contrôle centralisé), Ontario, Prairies et Pacifique. Dans le cadre de la gestion et de la coordination des activités de communications liées au recensement dans sa région, le gestionnaire des communications du recensement régional aura les fonctions suivantes :

- affecter les ressources salariales et non salariales et en contrôler l'utilisation;
- élaborer un plan organisationnel et doter les postes approuvés;
- préparer et mettre en oeuvre le plan stratégique et la stratégie opérationnelle en respectant les paramètres du plan stratégique national;
- cibler les populations spéciales dans la région et élaborer un plan de communication pour les atteindre et les inciter à remplir le questionnaire du recensement;
- élaborer et produire le matériel promotionnel nécessaire à l'appui des plans de communication de la région;
- commenter le contenu et la conception du matériel promotionnel et opérationnel;

- assurer l'intégration complète dans les systèmes informatiques utilisés au bureau régional et obtenir le soutien du personnel en informatique de la région;
- situer dans une perspective régionale les questions d'intérêt qui pourraient influencer sur le recensement (travail non rémunéré, race, origine ethnique, couples formés de personnes du même sexe, etc.);
- élaborer et mettre en oeuvre un programme régional de parrainage par les tiers visant à faire participer, dans la région, les sociétés, les associations, les administrations municipales, les bureaux de circonscription électorale, les députés, etc.;
- participer à la rédaction du bulletin hebdomadaire *Bonnes nouvelles*, qui paraîtra en janvier 1996;
- assurer l'intégration complète des activités du recensement de l'agriculture;
- élaborer un programme de communications internes conçu pour que le personnel du recensement et les autres employés soient tenus au courant du programme du recensement et des activités de recensement de la région;
- évaluer toutes les phases de l'exécution du programme régional et faire un rapport à cet égard.

*Cette responsabilité s'exerce à l'échelle régionale.*

### **6.3 Identité du programme**

Dans le cadre du Programme des communications du recensement, il est essentiel d'élaborer très tôt un logo et un slogan distincts. On doit pouvoir utiliser ce logo dans une forme bilingue ou unilingue anglaise ou française. Comme on l'utilisera à l'échelle nationale, il doit aussi être acceptable pour tous les groupes et pour toutes les régions du pays.

*Cette responsabilité s'exerce à l'échelle nationale et régionale.*

### **6.4 Gestion du matériel**

La conception, la production et la diffusion de toutes sortes de matériel de promotion et de communication sont vitales à la fois pour le déroulement des opérations quotidiennes du projet et

pour la constitution d'un dossier relatant ces opérations. On conservera des dossiers précis sur tous les articles produits, sur le coût de production, sur les listes de diffusion, etc.

- Tout le matériel doit passer entre les mains de l'équipe des Communications du recensement, qui s'assurera que le logo et le slogan sont utilisés de façon appropriée et correcte. Cela inclut les dimensions, la présentation et le caractère.
- L'équipe des Communications du recensement est chargée d'établir le calendrier d'exécution de tous les travaux de conception. Les gestionnaires de projet doivent indiquer suffisamment à l'avance leurs besoins en matière de conception, y compris les délais de production.

*Cette responsabilité s'exerce conjointement à l'échelle nationale et régionale.*

## **6.5 Matériel**

Le logo du Recensement de 1996 apparaîtra sur tout le matériel de promotion et de communication. Il doit avoir les couleurs du Recensement de la population ou celles du Recensement de l'agriculture ou être en noir et blanc. Il ne faut pas utiliser d'autres couleurs. Tout le matériel du recensement doit être distinct de manière à pouvoir le reconnaître facilement. Il doit refléter le souci du gouvernement de réduire les dépenses. Aucun accessoire gadget ne sera produit.

- On n'utilisera pas le logo *statgraph* de Statistique Canada sur les produits promotionnels.
- Il y aura du matériel promotionnel destiné aux projets de collecte et de traitement des données, selon les besoins et les objectifs de communications.
- On élaborera du matériel opérationnel destiné aux projets de collecte et de traitement des données, et ce, selon la formule de recouvrement des coûts.

*Cette responsabilité s'exerce conjointement à l'échelle nationale et régionale.*

## **6.6 Services de rédaction**

L'équipe de la rédaction est chargée de produire le dossier *Questions et Réponses* et le bulletin *Info-recensement* ainsi que des articles de fond, des fiches d'information, des notes documentaires, des brochures, des témoignages, etc. La cohérence du message et la précision

sont les caractères essentiels de ce matériel. Le processus de production comporte des lignes directrices clairement définies concernant l'approbation et la documentation. Les approbations

données dans le contexte du recensement doivent respecter les politiques existantes de Statistique Canada en ce qui concerne des activités comme les réactions à la couverture des médias et les communiqués. Chaque région élaborera son propre processus d'approbation. Si le matériel régional est produit à partir de matériel déjà approuvé, comme les *Questions et Réponses*, *Info-recensement* ou des fiches d'information, les approbations ne sont pas nécessaires.

- On présentera et on produira tout le matériel écrit sous forme imprimée et électronique. On classera et on reliera *Info-recensement*, les *Questions et Réponses* et les fiches d'information.
- On enverra le matériel promotionnel, comme les brochures et les affiches, aux bureaux régionaux dans les deux langues officielles pour recueillir des commentaires et des suggestions avant l'approbation finale.
- L'équipe nationale de la rédaction offrira un service de rédaction sur demande. Ce service inclura notamment la rédaction de discours, de communiqués, d'articles, de jeux-questionnaires, de biographies d'artistes ayant conçu les affiches, etc.
- On pourra obtenir sur demande des services de traduction et de révision de textes en anglais et en français. On établira l'échéancier et le coût indépendamment selon chaque demande.
- On ajoutera à l'inventaire tout le matériel écrit produit dans les régions et approuvé par Ottawa et on le fournira aux autres régions.
- Des contrats de rédaction seront acceptés pour d'autres projets, selon une formule de recouvrement des coûts.

*Cette responsabilité s'exerce conjointement à l'échelle nationale et régionale.*

## **6.7 Conférences, expositions et événements spéciaux**

Les conférences, expositions et événements spéciaux constituent une occasion unique d'atteindre directement les divers *publics*. On fournira sur demande les fournitures nécessaires au déroulement des expositions (bannières, signalisation, unités pré-assemblées, etc.). Les engagements seront pris dans les régions.

On prévoira un «Service de conférenciers» pour répondre aux demandes de conférenciers, en particulier quand il s'agit d'événements à grande visibilité, comme les réunions du Cercle canadien.

*Cette responsabilité s'exerce conjointement à l'échelle nationale et régionale.*

## **6.8 Équipement**

Au cours de la période du recensement, on fera le nécessaire pour que le personnel des communications ait accès à MS-Mail sur le réseau A. Pour assurer une transmission rapide et efficace de messages par télécopieur à la Division des communications du recensement, le télécopieur du recensement (613 951-0930) doit être utilisé.

- Chaque région doit faire l'inventaire de l'équipement informatique mis à la disposition du personnel des communications des bureaux du recensement. Tout autre équipement doit être loué plutôt qu'acheté.

*Cette responsabilité s'exerce conjointement à l'échelle nationale et régionale.*

## **6.9 Formation et perfectionnement du personnel**

Les employés pourront suivre une formation pour leur donner les compétences nécessaires dans leur travail. Les besoins en formation doivent être définis et, dans la mesure du possible, comblés dans la région même. Si cela n'est ni possible ni réaliste, les besoins devraient être communiqués à Ottawa, qui prendra les mesures nécessaires pour leur donner suite, s'il y a lieu.

On fera tous les efforts possible pour que les membres du personnel des communications puissent aider à la formation du personnel chargé de la collecte et du traitement des données.

*Cette responsabilité s'exerce conjointement à l'échelle nationale et régionale.*

# **7. COMPOSANTES DU PROGRAMME**

## **7.1 Parrainage par un tiers**

On contactera d'éventuels commanditaires ayant une clientèle ou un personnel nombreux et on les invitera à appuyer le recensement. Comme on fournit tout le matériel du recensement, le

parrainage est gratuit. On trouve de plus amples renseignements dans la *Stratégie en matière de parrainage par un tiers*.

- Les organisations suivantes seront pressenties :
  - Sociétés nationales
  - Sociétés régionales
  
  - Grandes associations nationales
  - Associations régionales
  - Députés/bureaux de circonscription électorale
  - Sénateurs
  - Le gouverneur général
  - Ministères fédéraux
  - Coordonnateurs statistiques/ministres des provinces et territoires
  - Bureaux statistiques internationaux
  - Conseils et comités consultatifs internes de Statistique Canada
- Ottawa organisera les relations entreprises par le Ministre ou le Statisticien en chef.
- Le suivi des personnes ou des organisations pressenties sera assuré par le bureau de la région dans laquelle elles se trouvent.

*Cette responsabilité s'exerce conjointement à l'échelle nationale et régionale.*

## **7.2 Les médias**

Le recensement fait partie de l'actualité. Les médias lui consacrent donc une grande couverture. Les médias (soit la presse électronique, la presse écrite : grands quotidiens et magazines et les agences de presse, telles La Presse canadienne et Les Communications Southam) sont un des moyens les moins dispendieux de communiquer de l'information sur le recensement au grand public. Pour favoriser une couverture médiatique importante, positive et exacte, Statistique Canada fournit aux médias des trousseaux d'information générale, des articles de fond et des renseignements généraux et participe à des interviews dans la presse écrite ou électronique.

- Chaque bureau a la responsabilité des relations avec les médias de sa région. Par exemple, le bureau de l'Atlantique s'occupera des quotidiens de la Nouvelle-Écosse. Cette règle s'applique aussi aux hebdomadaires et aux journaux communautaires, aux magazines, aux stations de télévision et de radio et aux tribunes de la presse parlementaire des provinces.

- Ottawa s'occupera de la tribune de la presse nationale, des médias d'Ottawa et des médias qui se trouvent dans la région du contrôle centralisé.
- On produira le bulletin *Actualités du recensement* et on le diffusera à l'échelle nationale. Cela pourrait être fait à l'aide du Réseau de communications internes (RCI). Les modalités prévues dans les contrats de surveillance des reportages des médias assureront que les bureaux régionaux sont informés rapidement des reportages des médias. Les

mentions erronées ou les controverses seront disponibles au service des coupures de presse.

- Les bureaux régionaux organiseront des visites dans les médias.
- Les communiqués destinés aux médias peuvent venir d'Ottawa ou d'un bureau régional. Ils doivent cependant suivre le processus normal d'approbation de Statistique Canada avant d'être publiés.
- Les employés agissant comme personnes-ressources lors de diffusion de données ou comme porte-parole auprès des médias recevront une formation sur les relations avec les médias ou une formation de recyclage avant toute interview de la presse écrite ou électronique.

*Cette responsabilité s'exerce conjointement à l'échelle nationale et régionale.*

### **7.3 Réseau scolaire**

En vue du Recensement de 1996, on organisera diverses activités destinées au réseau scolaire. On offrira une série de documents aux écoles, sous forme d'imprimés par Statistique Canada, ou, sous forme électronique, par l'entremise du Réseau scolaire canadien mis sur pied par Industrie Canada. On enverra les trousseaux sur demande seulement. Il n'y aura pas d'envois postaux imposants.

- On élaborera des activités générales fondées sur les trousseaux promotionnelles du Recensement de 1991 et on les fera parvenir aux écoles. En plus des services du Réseau scolaire canadien, on continuera de faire connaître le matériel du recensement à l'aide du bulletin adressé aux 90 enseignants actuellement inscrits sur la liste d'abonnement. Les abonnés à la *Trousse de l'enseignant : données du Recensement* de 1991 recevront aussi des exemplaires.

- On préparera des activités spéciales destinées aux professeurs de langue seconde et aux professeurs en éducation des adultes, en particulier à ceux qui enseignent aux immigrants récents. On pourrait faire traduire les activités ayant trait à l'éducation des adultes en un certain nombre de langues étrangères, selon les besoins. Les présentations seront faites directement à ces étudiants lorsque ce sera possible.
- On prévoit des activités spéciales en vue du dénombrement anticipé. On collaborera avec les administrations des deux territoires en vue de faire traduire des activités en langues autochtones.

***La préparation et la distribution de la trousse sont des responsabilités d'Ottawa, tandis que la promotion de la trousse est une responsabilité des régions.***

#### **7.4 Publicité payée**

Les demandes de ressources ayant trait à la publicité payée des produits et services du recensement font partie des demandes de ressources de publicité que Statistique Canada présente annuellement au Comité du Cabinet chargé des communications. Les annonces publicitaires (nationales et régionales), y compris la publicité (payée ou gratuite) en vue du recrutement, ainsi que les messages d'intérêt public doivent obtenir un numéro d'autorisation du Groupe de gestion de la publicité. Toute publicité doit passer par le MAS et Genesis Canada. On est tenu d'avoir une agence de publicité qui fera la conception des travaux ayant trait au recensement, tant à l'échelle nationale que régionale.

- Il y aura un programme national de publicité couvrant la période qui précède le recensement et le jour du recensement même. Après le jour du recensement, on lancera des campagnes régionales. Elles viseront plus particulièrement les régions où le renvoi des questionnaires par la poste est lent. Il importe pour l'uniformité du message que la campagne nationale et les campagnes régionales aient la même image. Cela simplifiera aussi le processus d'approbation.
- Pour certaines régions où le renvoi par la poste a toujours été lent, on mettra en œuvre le programme de la publicité payée ayant trait au suivi longtemps avant le jour de livraison ou le renvoi des questionnaires par la poste.
- Ottawa reverra les approbations faites par le GGP. Le choix des espaces des annonces publicitaires relèveront de Statistique Canada. On devra élaborer des mécanismes pour simplifier le choix des espaces des annonces postcensitaires dans les régions.

***Cette responsabilité s'exerce conjointement à l'échelle nationale et régionale.***

## **7.5 Populations cibles spéciales**

Il s'agit des groupes dont le sous-dénombrement a été important au Recensement de 1991 (les jeunes hommes et, dans certaines régions, les jeunes femmes âgées de 18 à 30 ans, les immigrants, les résidents non permanents et les autochtones).

- On élaborera des programmes et du matériel spécialement pour chacune de ces populations. La collaboration avec le personnel de collecte permettra de mieux tenir compte de ces groupes et de leurs caractéristiques propres.
- Le bureau régional du Pacifique élaborera une stratégie nationale dans le cadre du programme ethnique. Il aura des consultations avec les cadres supérieurs et avec les autres régions.
- Le bureau régional du Québec élaborera une stratégie nationale pour atteindre les jeunes. Il y aura des consultations avec les autres régions.
- On élaborera une stratégie nationale pour atteindre les autochtones. On mènera des consultations auprès des cadres supérieurs, du personnel du Programme des enquêtes postcensitaires et des bureaux régionaux.

*Cette responsabilité s'exerce conjointement à l'échelle nationale et régionale.*

## **7.6 Gestion des questions d'intérêt**

Les bureaux régionaux informeront le personnel du programme national des couvertures médiatiques erronées ou négatives. On produira longtemps à l'avance des notes documentaires et des questions et réponses de manière à faire connaître aux régions la position officielle du Bureau. On choisira des porte-parole pour traiter des questions qui posent problème.

*Cette responsabilité s'exerce conjointement à l'échelle nationale et régionale.*

**1996 CENSUS COMMUNICATIONS PROGRAM  
OPERATIONAL ACCORD  
ONTARIO REGION**

---

The attached Strategic Framework for the 1996 Census Communications Program outlines the roles and responsibilities of the National program and the Ontario Regional office. Specifically, the Ontario Regional office has the responsibility of determining, developing, implementing and delivering communications activities and programs that are deemed to be most effective to build awareness of the census and generate mail response in the Ontario region.

---

Approved by:

Wayne Smith, Director  
Communications Division

  
(signature)

19/5/94  
(date)

Douglas Newson, Director  
Ontario Region

  
(signature)

1994 09 21  
(date)

**1996 CENSUS COMMUNICATIONS PROGRAM**  
**OPERATIONAL ACCORD**  
**ATLANTIC REGION**

---

The attached Strategic Framework for the 1996 Census Communications Program outlines the roles and responsibilities of the National program and the Atlantic Regional office. Specifically, the Atlantic Regional office has the responsibility of determining, developing, implementing and delivering communications activities and programs that are deemed to be most effective to build awareness of the census and generate mail response in the Atlantic region.

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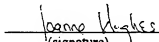
Approved by:

Wayne Smith, Director  
Communications Division

  
(signature)

  
(date)

Joanne Hughes, Director  
Atlantic Region

  
(signature)

  
(date)

**1996 CENSUS COMMUNICATIONS PROGRAM  
OPERATIONAL ACCORD  
PACIFIC REGION**


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The attached Strategic Framework for the 1996 Census Communications Program outlines the roles and responsibilities of the National program and the Pacific Regional office. Specifically, the Pacific Regional office has the responsibility of determining, developing, implementing and delivering communications activities and programs that are deemed to be most effective to build awareness of the census and generate mail response in the Pacific region.

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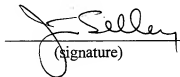
Approved by:

Wayne Smith, Director  
Communications Division

  
(signature)

3/8/94  
(date)

Jim Selley, Director  
Pacific Region

  
(signature)

August 24, 1994  
(date)

**1996 CENSUS COMMUNICATIONS PROGRAM**  
**OPERATIONAL ACCORD**  
**PRAIRIE REGION**

---

The attached Strategic Framework for the 1996 Census Communications Program outlines the roles and responsibilities of the National program and the Prairie Regional office. Specifically, the Prairie Regional office has the responsibility of determining, developing, implementing and delivering communications activities and programs that are deemed to be most effective to build awareness of the census and generate mail response in the Prairie region.

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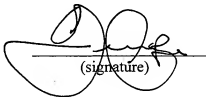
Approved by:

Wayne Smith, Director  
Communications Division

  
(signature)

3/8/94  
(date)

Jerry Page, Director  
Prairie Region

  
(signature)

2/1/94  
(date)

**PROGRAMME DE COMMUNICATIONS DU RECENSEMENT DE 1996**  
**ACCORD OPÉRATIONNEL**  
**RÉGION DES PRAIRIES**

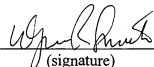
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Le cadre stratégique ci-joint, établi en vue du Programme de communications du Recensement de 1996, décrit les rôles et responsabilités du Programme national et du bureau régional des Prairies. Plus particulièrement, le bureau régional des Prairies verra à déterminer, à élaborer et à mettre en oeuvre les activités et programmes de communications jugés les plus efficaces pour sensibiliser les gens de la région des Prairies au recensement et les encourager à renvoyer leur questionnaire par la poste.

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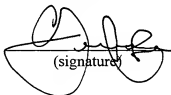
Approuvé par :

Wayne Smith, directeur  
Division des communications

  
(signature)

3/8/94  
(date)

Jerry Page, directeur  
Région des Prairies

  
(signature)

2/11/94  
(date)

**Baseline Plan - Task Sheet Report**  
**For: Census Project Management Application**

Manager: Census Management Office

Report Date: Oct 1 '96

ID	Typ	Deliverable/Activity; Milestone	Plan Start	Plan Finish	Act. Start	Act. Finish	Start
2	P	CENSUS COMMUNICATIONS - 2031	Jan 4 '93	Dec 2 '96	Jan 4 '93	NA	Jan 4 '93
3	T	SENIOR COMMUNICATION ADVISOR - 2366	Jan 4 '93	Apr 1 '96	Jan 4 '93	NA	Jan 4 '93
5	TA	Program Development	May 2 '94	Mar 1 '95	May 2 '94	Mar 1 '95	May 2 '94
6	TA	Communications strategic & operational framework	May 2 '94	Jun 30 '94	May 2 '94	Jun 30 '94	May 2 '94
7	TA	Consultation with cen. mng., regional offices & com	Jul 4 '94	Jul 29 '94	Jul 4 '94	Jul 29 '94	Jul 4 '94
8	TA	Approval & sign-off of operational accords	Aug 2 '94	Sep 30 '94	Aug 2 '94	Sep 30 '94	Aug 2 '94
9	TA	Develop regional operational plans	Oct 3 '94	Mar 1 '95	Oct 3 '94	Mar 1 '95	Oct 3 '94
10	TA	Develop communications plans	Oct 3 '94	Mar 1 '95	Oct 3 '94	Mar 1 '95	Oct 3 '94
11	TA	Program Identification	Jan 4 '93	Aug 30 '94	Jan 4 '93	Aug 30 '94	Jan 4 '93
12	TA	Evaluate 1991 design & recommendations for 19	Jan 4 '93	Jan 4 '93	Jan 4 '93	Jan 4 '93	Jan 4 '93
13	TA	Develop/distribute 1996 design	Mar 2 '94	Apr 29 '94	Mar 2 '94	Apr 29 '94	Mar 2 '94
14	TM	Approval of logo and colours for censuses of pop.	Aug 30 '94	Aug 30 '94	Aug 30 '94	Aug 30 '94	Aug 30 '94
15	TA	MATERIAL CO-ORDINATION - 2364	Jun 1 '94	Apr 1 '96	Jun 1 '94	Mar 31 '96	Jun 1 '94
16	TA	Consult with regional offices for requirements	Jun 1 '94	Sep 1 '94	Jun 1 '94	Sep 1 '94	Jun 1 '94
17	TA	Develop basic design formula to be applied to all materia	Jun 1 '94	Apr 1 '96	Jun 1 '94	Dec 31 '95	Jun 1 '94
18	TA	Determine product line/production schedule	Jan 3 '95	Aug 1 '95	Jan 3 '95	Aug 1 '95	Jan 3 '95
19	TA	Develop operational plan for Ottawa writing team	Jan 3 '95	Aug 1 '95	Jan 3 '95	Aug 1 '95	Jan 3 '95
20	TA	Provide negs to regional offices	Jan 5 '95	Mar 1 '96	Jan 5 '95	Dec 30 '95	Jan 5 '95
21	TA	Produce promotional materials	Dec 30 '94	Mar 1 '96	Dec 30 '94	Mar 1 '96	Dec 30 '94
22	TA	Produce operational material for Collection & Processing	Dec 30 '94	Mar 31 '96	Dec 30 '94	Mar 31 '96	Dec 30 '94
23	TA	Distribute both prom. & written material to reg. offices &	Dec 13 '94	Apr 15 '96	Dec 13 '94	Mar 31 '96	Dec 13 '94
24	T	PUBLIC RELATIONS - 2359	Jun 1 '94	Dec 2 '96	Jun 1 '94	NA	Jun 1 '94
25	TA	Support Program	Jun 1 '94	May 1 '96	Jun 1 '94	May 17 '96	Jun 1 '94
26	TA	Develop support program strategy discussion paper	Sep 1 '94	Dec 30 '94	Sep 1 '94	Dec 30 '94	Sep 1 '94
27	TA	Consult with regional offices and census managemen	Jun 1 '94	Sep 1 '94	Jun 1 '94	Sep 1 '94	Jun 1 '94
28	TA	Brief senior STC mngt., minister's office staff, prov. f	Sep 1 '94	Sep 1 '95	Sep 1 '94	Sep 1 '95	Sep 1 '94
29	TA	Produce ministerial & chief statistician letters	Jun 1 '95	Sep 29 '95	Jun 1 '95	Sep 29 '95	Jun 1 '95
30	TA	Contact with supporting organizations	Jun 1 '95	Mar 1 '96	Jun 1 '95	Mar 1 '96	Jun 1 '95
31	TA	Presentation, displays, conferences, speeches etc.	Jun 1 '95	May 1 '96	Jun 1 '95	May 17 '96	Jun 1 '95
32	TA	Distribute materials	Mar 1 '96	May 1 '96	Mar 1 '96	May 17 '96	Mar 1 '96
33	TA	Media Relations Program	Jan 3 '95	Dec 2 '96	Jan 3 '95	NA	Jan 3 '95
34	TA	Develop media strat. for natl. and regl. programs inc	Jan 3 '95	Mar 31 '95	Jan 3 '95	Mar 31 '95	Jan 3 '95
35	TA	Develop media management strategy/Questions an	Jan 3 '95	Dec 1 '95	Jan 3 '95	Dec 1 '95	Jan 3 '95
36	TA	Identify media spokespersons & provide training	Sep 1 '95	Apr 1 '96	Sep 1 '95	Apr 1 '96	Sep 1 '95
37	TA	Media tours	Feb 2 '96	Apr 1 '96	Feb 2 '96	Apr 1 '96	Feb 2 '96
38	TA	Produce both promotional & written materials	Sep 1 '95	Apr 1 '96	Sep 1 '95	Apr 1 '96	Sep 1 '95
39	TA	Distribute materials: dailies, weeklies, broadcast, m	Mar 30 '96	Jun 28 '96	Mar 30 '96	May 30 '96	Mar 30 '96
40	TA	Organize interviews including film footage	Nov 1 '95	Jun 15 '96	Nov 1 '95	Jun 15 '96	Nov 1 '95
41	TA	Press releases	Jan 2 '96	May 1 '96	Jan 2 '96	May 31 '96	Jan 2 '96

**Baseline Plan - Task Sheet Report**  
**For: Census Project Management Application**

Manager: Census Management Office

Report Date: Oct 1 '96

ID	Typ	Deliverable/Activity; Milestone	Plan Start	Plan Finish	Act. Start	Act. Finish	Start
42	TA	Media monitoring contracts/Census News briefs	Apr 1 '96	Dec 2 '96	Mar 31 '96	NA	Mar 31 '96
43	TA	Education Program	Dec 1 '94	May 1 '96	Dac 1 '94	May 17 '96	Dec 1 '94
44	TA	Develop strategy and operational plan	Dec 1 '94	Mar 1 '95	Dec 1 '94	Mar 1 '95	Dec 1 '94
45	TA	Consult with RO, SM, senior management & Educ.	Dec 1 '94	Mar 1 '95	Dec 1 '94	Mar 1 '95	Dec 1 '94
46	TA	Produce materials	Oct 2 '95	Jan 2 '96	Oct 2 '95	Jan 2 '96	Oct 2 '95
47	TA	Distribute materials	Jan 2 '96	Feb 1 '96	Jan 2 '96	Feb 1 '96	Jan 2 '96
48	TA	Presentations, displays, conferences etc.	Sep 1 '95	May 1 '96	Sep 1 '95	May 17 '96	Sep 1 '95
49	TA	Special Groups & Target Population Program	Jun 1 '95	May 1 '96	Jun 1 '95	May 17 '96	Jun 1 '95
50	TA	Identify special groups & target populations	Jun 1 '95	Sep 1 '95	Jun 1 '95	Sep 1 '95	Jun 1 '95
51	TA	Develop strategic & operational plan inc. promo. an	Jun 1 '95	Sep 1 '95	Jun 1 '95	Sep 1 '95	Jun 1 '95
52	TA	Consult with regional offices and subject matter are	Jun 1 '95	Mar 1 '96	Jun 1 '95	Jan 31 '96	Jun 1 '95
53	TA	Contract with identified groups & populations	Sep 1 '95	May 1 '96	Sep 1 '95	May 10 '96	Sep 1 '95
54	TA	Produce materials	Sep 1 '95	Mar 1 '96	Sep 1 '95	Mar 1 '96	Sep 1 '95
55	TA	Distribute materials	Jan 2 '96	Apr 1 '96	Jan 2 '96	Apr 30 '96	Jan 2 '96
56	TA	Presentations, displays, conferences etc.	Sep 1 '95	May 1 '96	Sep 1 '95	May 17 '96	Sep 1 '95
57	T	ADVERTISING - 2365	Sep 1 '94	Jun 3 '96	Sep 1 '94	NA	Jan 4 '93
58	TA	Consult AMG to review procedures and policies related t	Sep 1 '94	Sep 30 '94	Sep 1 '94	Sep 30 '94	Sep 1 '94
59	TA	Consult with regional offices and senior management	Oct 3 '94	Nov 1 '94	Oct 3 '94	Nov 1 '94	Oct 3 '94
60	TA	Develop discussion paper - advert strategy	Dec 1 '94	Feb 1 '95	Dec 1 '94	Feb 1 '95	Dec 1 '94
61	TA	Selection process for ad agency	May 1 '95	Oct 2 '95	May 1 '95	Oct 2 '95	May 1 '95
62	TA	Develop creative broadcast, print and out-of-doors	Oct 2 '95	Jan 2 '96	Oct 2 '95	Jan 2 '96	Oct 2 '95
63	TA	Develop media buy	Nov 1 '95	Jan 2 '96	Nov 1 '95	Jan 2 '96	Nov 1 '95
64	TA	Purchase space	Dec 1 '95	Feb 1 '96	Dec 1 '95	Feb 1 '96	Dec 1 '95
65	TA	Distribute creative materials	Jan 2 '96	Apr 1 '96	Jan 2 '96	Apr 15 '96	Jan 2 '96

## **Meetings and Conference Calls**

### **1.0 Planning Meetings**

There were fewer planning meetings prior to the 1996 Census than for the 1991 Census. This was directly related to the fact that all staff in management positions had had 1991 Census experience. In addition, planning meetings were attended only by the management team rather than two representatives from each region and the majority of staff from Ottawa. This reduced costs and increased the usefulness of the meetings since discussions were more directed to management issues rather than operational problems.

### **1.1 November 1992**

The first planning meeting was held in November 1992. Sponsorship, materials and advertising were discussed in detail. Moderators were assigned to each topic and were responsible for preparing a short introduction for the session and ensuring that the session stayed on track and that decisions were made. Appendix 1 contains the Agenda and the Record of Decisions for this meeting.

### **1.2 June 1994**

In the June 1994 meeting, the full scope of the program was discussed including third-party support, advertising, special groups, agriculture, early enumeration, training and budgets. Moderators were again assigned to topics as in the November meeting. The Agenda and the to-do-list which resulted from this meeting is attached as Appendix 2.

### **1.3 May 1995**

This meeting again covered the full scope of the program. Details were provided on work accomplished to date and goals were set for the next year. Moderators were assigned topics although for the most part, the moderators were Ottawa staff. The Prairies handled early enumeration. All regions contributed to a discussion of media relations. Appendix 3 contains the Agenda and the resulting to-do-list.

## **1.4 August 1995**

An one-day meeting to review progress and confirm goals. Appendix 4 contains the Agenda.

## **1.5 October 1996**

The evaluation meeting took place in October and covered an overview of each regional program and the centralized edit test including recommendations for 2001 from the perspective of the staff involved. The centralized functions such as the writing and editing unit and the material coordination unit were also discussed and provided an opportunity for everyone to contribute recommendations for 2001. Appendix 5 contains the Agenda. The decisions record is included in the section "What we learned in 1996" in Appendix 1.

## **2.0 Regional Meetings**

During the 1996 Census, the Manager, Census Communications attended communications planning and working sessions in the regional census offices. This provided an opportunity for staff to explain programs with particular emphasis on the regional perspective as well as ask questions and voice concerns about a variety of issues. This also ensured that good ideas were shared and everyone knew where problems might be lurking.

## **3.0 Conference Calls**

Conference calls were held for a variety of reasons over the census cycle. These reasons involved advertising, materials, delivery dates, issues management, etc. During the last couple of weeks, conference calls were a useful way of keeping everyone informed of the situation in each region.

#### **4.0 Recommendations**

- Meetings should be held only as needed. Frequency should be directly related to staff experience.
- Conference calls should be held on a weekly basis during the last six weeks.
- Meetings should be attended by the management team so that strategic and planning issues are resolved and the discussions do not concentrate on operational matters.
- The Manager, Census Communications should be involved in regional programs through a regular schedule of visits and telephone/conference calls.



# APPENDIX/APPENDICE 1

## 1996 CENSUS

### PUBLIC COMMUNICATIONS PLANNING MEETING

NOVEMBER 16, 1992

#### AGENDA

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Location:	R.H. Coats Building 10th Floor, Conference Room B	
8:30 A.M.	Welcome	
8:45 A.M.	Budget	Ottawa
9:15 A.M.	Sponsorship	Ontario
	- should we have it	
	- how extensive	
	- organization	
	- priorities for	
	coming year	
	- bilingual policies	
10:15 A.M.	Break	
10:30 A.M.	1996 Design	Quebec
12:00 P.M.	Lunch	
1:00 P.M.	Materials	Prairies
	- what worked	
	- what did not	
	- bilingual policies	
1:45 P.M.	General Strategy Discussion	Ottawa
	- where do we want to be	
	- how do we want to get	
	there	
3:15 A.M.	Break	
3:30 P.M.	Advertising	Atlantic
	- what works	
	- what doesn't work	
4:30 P.M.	What's next!!	Pacific
	- the priorities	

RECENSEMENT DE 1996

RÉUNION DE PLANIFICATION - COMMUNICATIONS

LE 16 NOVEMBRE 1992

ORDRE DU JOUR

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**Endroit : Immeuble R.-H.-Coats**  
**10<sup>e</sup> étage, salle de conférence B**

8 h 30	Bienvenue	
8 h 45	Budget	Ottawa
9 h 15	Parrainage	Ontario
	- Devrait-on en avoir?	
	- Dans quelle mesure?	
	- Organisation	
	- Priorités dans la prochaine année	
	- Politique sur le bilinguisme	
10 h 15	Pause	
10 h 30	Conception graphique 1996	Québec
12 h	Dîner	
13 h	Matériel	Prairies
	- Ce qui a été utile	
	- Ce qui a été inutile	
	- Politique sur le bilinguisme	
13 h 45	Discussion entourant la stratégie générale	Ottawa
	- Où voulons-nous aller?	
	- Comment voulons-nous nous y rendre?	
15 h 15	Pause	
15 h 30	Publicité	Atlantique
	- Ce qui est utile	
	- Ce qui est inutile	
16 h 30	Pour la suite?!	Pacifique
	- Priorités	

Public Communications Planning Meeting  
November 16, 1992 -- Ottawa  
Record of Decisions

**1. Sponsorship**

Requests for sponsorship should be limited to:

- i. Major public corporations and utilities who can disseminate a communications message widely and can be approached using the existing contacts of account executives in the regional offices
- ii. Major employers -- who supplied with posters, logos and articles -- can reach a large internal audience

A communications message that emphasizes the legal requirement for participation should be tested.

*Recommendations*

- a. controlled amount of sponsorship -- limit to large corporations only
- b. clearly identify who is responsible for national accounts
- c. go to companies with clearly defined expectations
- d. test message content and timing (perhaps through Pam White's consultation efforts)
- e. ministerial letters only to be used for national accounts
- f. ensure communications objectives are more clearly aligned with collection objectives
- g. associations to be handled by regions
- h. federal departments will be initially contacted by Ottawa -- subsequent contacts by regions
- i. no more general mailouts
- j. bilingual policy: we cannot force sponsors to provide all materials in bilingual format. Our overall commitment to providing a bilingual program ensures that all Canadians receive a message in the language of their choice.

## 2. 1996 Design

### *Recommendations*

- a. adapt the graphic identifier of STC\use the corporate image
- b. use a national logo that can be regionalized (eg. posters)
- c. posters should be both portrait and landscape
- d. questionnaire for 1991 looks old-fashioned; we need to change the colour, the envelope, the layout
- e. change the start here instructions
- f. design must be the same incorporated in all materials
- g. still support for the slogan count yourself in
- h. office use only should be at bottom of questionnaire
- i. different colour for agriculture
- j. native liaison should be included as part of the overall communications effort\no separate identifier

### *Creative services will:*

1. submit up to three designs for focus group testing in the spring of 1993

## APPENDIX/APPENDICE 2

### Census Communications Planning Meeting June 15, 16 and 17 Agenda

#### Day 1: Wednesday, June 15

8:30 - 8:45	Welcome	B. Laroche
8:45 - 10:00	Strategic and Operational Framework - review and comments	D. Sewell
10:00 - 10:15	Break	
10:15 - 11:30	Resources 95/96 and 96/97 - what does everyone get - what does it cover - next step	D. Sewell
11:30 - 1:00	Working Lunch Internal Communications Network Demonstration	G. Niman
1:00 - 3:00	Sponsorship - process national /regional - who does what - timing - sales kits - official languages - short/long term priorities	S. Ramsbottom
3:00 - 3:15	Break	
3:15 - 5:00	Training Materials	K. Matheson/V. Barrett

#### Day 2: Thursday, June 16

8:30 - 10:30	Material Requirements - short term - long term - backgrounders - posters/brochures	D. Sewell/ S. Michalicka	A.-M. Fleury
10:30 - 10:45	Break		
10:45 - 12:00	Identification challenges - unpaid work - Canadian - how monitor - reporting mechanism		

12:00 - 1:00	Lunch		
1:00 - 2:45	Identification of special/target populations		
	- Youth	D. Blanchette	
	- Ethnic	V. Barrett	
	- Urban Core		S. Ramsbottom
	- Translations		C. Campbell
2:45 - 3:00	Break		
3:00 - 4:00	Advertising		
4:00 - 4:30	Assignments		
6:30 p.m.	B.B.Q.		

**Day 3: Friday, June 17**

8:30 - 10:15	Census of Agriculture materials backgrounders challenges special targets sponsorship	M. Jones/P. Palfenier	
10:15 - 10:30	Break		
10:30 - 12:00	Communications Planning - involvement of Regional Offices		W. Smith

**Communications du recensement**  
**Réunion de planification**  
**15, 16 et 17 juin**  
**Ordre du jour**

**Jour 1 : mercredi 15 juin**

8 h 30 - 8 h 45	Mot de bienvenue	B. Laroche
8 h 45 - 10 h 00	Cadre stratégique et opérationnel — revue et commentaires	D. Sewell
10 h 00 - 10 h 15	Pause	
10 h 15 - 11 h 30	Ressources 1995-1996 et 1996- 1997 — ce que chacun reçoit — ce que cela couvre — prochaine étape	D. Sewell
11 h 30 - 13 h 00	Dîner-travail Réseau de communications internes - démonstration	G. Niman
13 h 00 - 15 h 00	Parrainage — processus national/régional — qui fait quoi — échéancier — trousse de vente — langues officielles — priorités à court terme et à long terme	S. Ramsbottom
15 h 00 - 15 h 15	Pause	
15 h 15 - 17 h 00	Matériel de formation	K. Matheson V. Barrett

**Jour 2 : jeudi 16 juin**

8 h 30 - 10 h 30	Exigences en matériel — court terme — long terme — documents d'information - affiches/brochures	D. Sewell A.-M. Fleury
10 h 30 - 10 h 45	Pause	

10 h 45 - 12 h 00

Défis d'identification

- travail non rémunéré
- Canadien
- comment surveiller
- mécanisme de communication

12 h 00 - 13 h 00

Dîner

13 h 00 - 14 h 45

Identification des populations spéciales/cibles

- jeunes
- groupes ethniques
- noyau urbain
- traductions

D. Blanchette  
V. Barrett  
S. Ramsbottom  
C. Campbell

14 h 45 - 15 h 00

Pause

15 h 00 - 16 h 00

Publicité

16 h 00 - 16 h 30

Affectations

18 h 30

Barbecue

**Jour 3 : vendredi 17 juin**

8 h 30 - 10 h 15

Recensement de l'agriculture

- matériel
- documents d'information
- défis
- cibles spéciales
- parrainage

M. Jones  
P. Palfenier

10 h 15 - 10 h 30

Pause

10 h 30 - 12 h 00

Planification des communications - Participation des bureaux régionaux

W. Smith

**Census Communications  
Planning Meeting  
June 15, 16 and 17  
"To Do List"**

<b>Activity</b>	<b>Responsibility/Date</b>
1. Provide comments on the strategic and operational framework	All/June 25
2. Resources/staffing organization charts including levels approvals and position numbers discussion re: clearance numbers decision from personnel Financial code for census communications - separate from either operations or advisory GE job descriptions to be used	ROs/Sept 15 Ottawa/Oct 15 Ottawa/Oct 15 Ottawa/Dec 15 Graser  All
3. Post Office estimate of quantity and size of promotional mailouts for 1995/96 and 1996/97	All/Aug 30
4. Awareness determine opportunity of putting question on LFS or having Survey Skills Development course ask a question about census awareness	Ottawa/Aug 30
5. Internal communications to be negotiated on a regional basis	All/Jan 95
6. Computer Facilities what computers can be taken to census offices what additional equipment/software will be needed when will existing equipment be upgraded (windows)	ROs/Dec 30 ROs/Dec 30 ROs/Dec 30
7. Materials: review backgrounder inventory and submit modifications changes in masthead design revised list of materials dates required for delivery of above materials	All/June 30 Ottawa/June 30 Ottawa/June 30 ROs/July 31
8. Challenges media monitoring contract - national or regional	ROs/July 31

Activity	Responsibility/Date
<p>9. Sponsorship</p> <p>names and language preferences of CEOs of national companies, if they participated in 1991, what we want them to do in 1996</p> <p>need complete addresses</p> <p>associations</p> <p>sales kits (1000)</p> <p>inserts</p> <p>order forms</p> <p>article (100 words)</p> <p>article (300 words)</p> <p>brochure - value of support/data</p> <p>repro sheet</p> <p>proclamations - short and long versions</p> <p>MPs - include article in mailout</p> <p>desk pads - copies to ROs</p>	<p>ROs/August 30</p> <p>Ottawa</p> <p>Ottawa/January 1995</p> <p>Ottawa</p> <p>Ottawa/September 1995</p> <p>Ottawa</p>
<p>10. Training</p> <p>contact collections training to see what available on disk</p> <p>manual should be administered - not a read alone</p> <p>should specify when communications had responsibility and when we assist and support</p> <p>revise draft document and circulate</p>	<p>Ottawa/Atlantic/Sept 1994</p> <p>Atlantic/November 15</p>
<p>11. Youth</p> <p>coasters</p> <p>underground papers - what regulations</p> <p>unemployment centres</p>	<p>Ottawa</p> <p>Ottawa</p>
<p>12. Ethnic</p> <p>multi-language brochure (14 lang) and fact sheets</p> <p>use most recent languages in brochure</p> <p>identify ethnic languages for brochure - have greater number than for the questions</p> <p>develop multi-language posters</p> <p>reminder cards - verify with collections (printing costs)</p> <p>update ESL and FSL components</p> <p>update Adult component</p> <p>new immigrants - info package include census info</p> <p>update strategy</p>	<p>ROs/August 30</p> <p>Ottawa</p> <p>ROs</p> <p>Ottawa</p> <p>Pacific</p> <p>Ottawa</p> <p>Pacific/October</p>
<p>13. Aboriginal</p> <p>develop list of material requirements</p> <p>develop list of written materials</p>	<p>Ontario/Oct 15</p>

Activity	Responsibility/Date
<p>14. Urban Core</p> <ul style="list-style-type: none"> <li>use outdoor advertising - multi-language</li> <li>purchase space in small urban paper - what rules</li> <li>posters</li> <li>cartoons</li> <li>metro</li> <li>ethnic language papers</li> </ul>	<p>Ottawa All All</p>
<p>15. Translations</p> <ul style="list-style-type: none"> <li>will use data on recent immigration to determine languages</li> <li>improve timing of translations</li> <li>verify translations</li> <li>typeset translations (no handwriting or printing)</li> <li>timing of delivery</li> <li>ensure collections staff know of availability</li> <li>prepare report for outstanding issue</li> </ul> <p>2D Questionnaire</p> <ul style="list-style-type: none"> <li>suggestions for languages required</li> <li>prepare report recommending languages - outstanding issue</li> </ul>	<p>Ottawa Ottawa All All Ottawa All Ottawa/Aug 30</p> <p>ROS/July 15 Ottawa/Aug 30</p>
<p>16. Advertising</p> <ul style="list-style-type: none"> <li>outdoor - official language policies re: English/French/Bilingual ads</li> <li>approvals necessary - national and regional placement</li> <li>how place ads in non-registered papers</li> <li>recruitment</li> <li>agency - process</li> <li>other questions</li> <li>Set up meeting with regional directors to establish agency specifications</li> </ul>	<p>Ottawa</p> <p>ROs/July 15 M. Levine has agreed/Fall or winter meeting</p>
<p>17. Other</p> <ul style="list-style-type: none"> <li>list of calendar companies</li> <li>followup on regional basis</li> <li>comments on the discussion paper - Why a Guide</li> </ul>	<p>Ottawa/July 15 All/August 31 All/June 30</p>

Activity	Responsibility/Date
18. Agriculture necessary to review resources committed to communications - need both salary and non-salary dollars reasons why we ask the questions legislation who uses the data local enumerator - strategy	Mel/Linda/August 31      Ottawa
19. Northern Enumeration languages required for promo materials materials - poster /necessary to share materials develop list of suggested materials - promotional/written paid advertising free TV and radio in 1991/ determine if available for 1996	Prairies/Quebec   Prairies Prairies Prairies

**Communications du recensement**  
**Réunion de planification des 15, 16 et 17 juin**  
**«Liste des choses à faire»**

Activité	Responsabilité / date
1. Donner des commentaires sur le cadre stratégique et opérationnel	Tous / 25 juin
2. Ressources / dotation en personnel organigrammes, niveaux inclus approbations et numéros de poste discussion sur les numéros d'autorisation de sécurité décisions provenant du personnel code financier des communications du recensement (séparés de ceux des opérations ou des services consultatifs) utiliser les descriptions du groupe des GE	BR / 15 sept. Ottawa / 15 oct. Ottawa / 15 oct.  Ottawa / 15 déc. Graser  Tous
3. Bureau de poste estimer le nombre et l'envergure des envois à effectuer en 1995-1996 et en 1996-1997	Tous / 30 août
4. Sensibilisation déterminer la possibilité de poser une question sur la connaissance du recensement lors de l'EPA ou lors du Cours de base sur les enquêtes	Ottawa / 30 août
5. Communications internes à négocier, selon les régions	Tous / janv. 1995
6. Matériel informatique les ordinateurs que l'on peut apporter dans les régions le matériel et les logiciels additionnels qui seront requis quand le matériel existant sera mis à jour (Windows)	BR / 30 déc.  BR / 30 déc.  BR / 30 déc.

Activité	Responsabilité / date
<p>7. Documentation</p> <p>dresser un inventaire de la documentation du recensement et soumettre les modifications</p> <p>changements à la conception graphique de l'en-tête</p> <p>liste révisée de la documentation</p> <p>échéancier de livraison de la documentation</p> <p>susmentionnée</p>	<p>Tous / 30 juin</p> <p>Ottawa / 30 juin</p> <p>Ottawa / 30 juin</p> <p>BR / 31 juillet</p>
<p>8. Défis</p> <p>contrat de surveillance des médias : national ou régional</p>	<p>BR / 31 juillet</p>
<p>9. Parrainage</p> <p>noms et préférences linguistiques des chefs de la direction des sociétés nationales, s'ils ont participé en 1991, ce que nous voulons d'eux en 1996</p> <p>* besoin de l'adresse complète</p> <p>associations</p> <p>trousses de vente (1 000)</p> <p>* encarts</p> <p>* formulaires de commande</p> <p>* article (100 mots)</p> <p>* article (300 mots)</p> <p>* brochure : valeur de l'appui, des données</p> <p>* épreuve pour impression</p> <p>proclamations : versions brève et longue</p> <p>députés : inclure un article dans l'envoi</p> <p>* sous-main : copies aux BR</p>	<p>BR / 30 août</p> <p>Ottawa</p> <p>Ottawa / janv. 1995</p> <p>Ottawa</p> <p>Ottawa / sept. 1995</p> <p>Ottawa</p>
<p>10. Formation</p> <p>communiquer avec les responsables de la formation en matière de collecte pour savoir ce qui est disponible sur disque</p> <p>le manuel devrait être enseigné et non pas donné à lire seulement</p> <p>devrait préciser quand les Communications sont responsables et quand elles aident et soutiennent</p> <p>réviser le document provisoire et le faire circuler</p>	<p>Ottawa / Atlantique / sept. 1994</p> <p>Atlantique / 15 nov.</p>
<p>11. Jeunes</p> <p>sous-verre</p> <p>journaux parallèles : règlements</p> <p>centres d'emploi</p>	<p>Ottawa</p> <p>Ottawa</p>

Activité	Responsabilité / date
<p>12. Groupes ethniques</p> <p>brochure multilingue (14 langues) et feuillets d'information</p> <p>utiliser les langues les plus récentes dans la brochure</p> <p>déterminer les langues des ethnies pour la brochure (en avoir un plus grand nombre par rapport aux questions)</p> <p>préparer des affiches multilingues</p> <p>cartes de rappel : vérifier avec la collecte (frais d'impression)</p> <p>mettre à jour les composantes ALS et FLS</p> <p>mettre à jour la composante «adultes»</p> <p>nouveaux immigrants : ajouter de l'information sur le recensement dans la trousse d'information</p> <p>mettre la stratégie à jour</p>	<p>BR / 30 août</p> <p>Ottawa</p> <p>BR</p> <p>Ottawa</p> <p>Pacifique</p> <p>Ottawa</p> <p>Pacifique / octobre</p>
<p>13. Autochtones</p> <p>préparer une liste des besoins en matériel</p> <p>préparer une liste des documents écrits</p>	<p>Ontario / 15 oct.</p>
<p>14. Noyaux urbains</p> <p>faire de la publicité extérieure multilingue</p> <p>acheter de l'espace dans les petits journaux locaux : ce qui fait autorité</p> <p>affiches</p> <p>bandes dessinées</p> <p>métro</p> <p>journaux ethniques</p>	<p>Ottawa</p> <p>Tous</p> <p>Tous</p>

Activité	Responsabilité / date
<p>15. Traductions</p> <p>les données sur l'immigration récente serviront à déterminer les langues</p> <p>réduire les délais de traduction</p> <p>vérifier les traductions</p> <p>composer les traductions (pas d'écriture à la main ou d'impression)</p> <p>calendrier de livraison</p> <p>s'assurer que le personnel affecté à la collecte sache que les traductions sont disponibles</p> <p>préparer un rapport sur les activités en cours</p> <p>questionnaire 2D</p> <p>* suggestions de langues requises</p> <p>* préparer un rapport recommandant des langues : activité en cours</p>	<p>Ottawa</p> <p>Ottawa</p> <p>Tous</p> <p>Tous</p> <p>Ottawa</p> <p>Tous</p> <p>Ottawa / 30 août</p> <p>BR / 15 juillet</p> <p>Ottawa / 30 août</p>
<p>16. Publicité</p> <p>extérieure : politiques en matière de langues officielles quant à la publicité de langue française, anglaise ou bilingue</p> <p>approbations nécessaires : placements national et régional</p> <p>comment placer des annonces dans les journaux non enregistrés</p> <p>recrutement</p> <p>organisme : processus</p> <p>autres questions</p> <p>planifier une rencontre avec les directeurs pour établir les critères de l'organisme</p>	<p>Ottawa</p> <p>BR / 15 juillet</p> <p>M. Levine a accepté / réunion à l'automne ou à l'hiver</p>
<p>17. Autres</p> <p>liste des compagnies de calendriers</p> <p>suivi sur une base régionale</p> <p>commentaires sur le document de travail «Why a Guide»</p>	<p>Ottawa / 15 juillet</p> <p>Tous / 31 août</p> <p>Tous / 30 juin</p>

Activité	Responsabilité / date
<p>18. Agriculture</p> <p>nécessaire de revoir les ressources engagées dans les communications : en dollars salariaux et non salariaux</p> <p>raisons pour lesquelles les questions sont posées</p> <p>lois à respecter</p> <p>qui utilise les données</p> <p>stratégie relative aux recenseurs locaux</p>	<p>Mel / Linda / 31 août</p> <p>Ottawa</p>
<p>19. Recensement du Nord</p> <p>langues requises pour le matériel de promotion</p> <p>matériel : affiche, nécessité de le partager</p> <p>préparer une liste du matériel suggéré :</p> <p>promotionnel, écrit</p> <p>publicité payante</p> <p>publicité gratuite à la télé et à la radio en 1991 :</p> <p>déterminer si ce service est disponible en 1996</p>	<p>Prairies / Québec</p> <p>Prairies</p> <p>Prairies</p> <p>Prairies</p>

## APPENDIX/APPENDICE 3

### Census Communications Planning Meeting May 16, 17 and 18, 1995 Room 3021, Training Centre Agenda

Tuesday, May 16, 1995

Time	Discussion	Discussion Leader
8:45 a.m.	Coffee Review of Agenda	Dale
9:00 a.m.	Budget impact of reductions what's included/what's covered by Ottawa	Dale
10:15 a.m.	Break	
10:30 a.m.	Management Issues on-call/contact in emergencies pooling of resources evaluation	Dale
11:00 a.m.	Collections Perspective issues where need communications support	Rick Baxter
12:00 p.m.	Lunch	
1:00 p.m.	Third Party Support Component what groups (corporate, associations, government) criteria message responsibility (Ottawa, ROs) timing materials impact hits costs (staff and materials) Next step - lists (requirements for format, checking and timing)	Johanne
2:30 p.m.	Break	
2:45 p.m.	Support (cont)	

3:30 p.m.	Education Component impact hits costs activities - general population ESL/FSL Adult Education distribution other language activities  Operational plan	Dale
4:30 p.m.	End of Day	

**Wednesday, May 17, 1995**

8:30 a.m.	Paid Advertising Component new policy roles responsibilities regional ad agencies approval turn around time	Dale
10:30 a.m.	Break	
10:45 a.m.	Materials what's needed/when approvals	Anne-Marie
12:00 p.m.	Lunch	
1:00 p.m.	Media Relations Component - split of media (dailies, weeklies, etc) - what's worked, what hasn't Atlantic Quebec Ontario Prairies Pacific - how to get media attention in 1996 - busy - what story - media monitoring/News Briefs	Dale  Keith Diane Sandra Peter Valerie
2:30 p.m.	Break	

2:45 p.m.	<p>Written materials</p> <ul style="list-style-type: none"> <li>newsletters</li> <li>backgrounders</li> <li>Qs &amp; As                             <ul style="list-style-type: none"> <li>Input from regions on folio</li> <li>CHL</li> </ul> </li> <li>Census Facts</li> <li>timing</li> <li>Custom requests - English/French</li> <li>Translation</li> </ul> <p>Pooling of resources - who does what best?</p>	Christine
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4:00 p.m.	<p>Northern Enumeration</p> <ul style="list-style-type: none"> <li>materials required</li> <li>timing</li> <li>languages</li> </ul>	Peter
6:30 p.m.	Evening session at Dale's	

**Thursday, May 18, 1995**

8:30 a.m.	<p>Special Target Populations Component</p> <ul style="list-style-type: none"> <li>identification of groups</li> <li>materials</li> <li>availability/quantity</li> </ul>	Johanne
10:30 a.m.	Break	
10:45 a.m.	<p>Agriculture Component</p> <ul style="list-style-type: none"> <li>specific agriculture activities in addition to support and media</li> <li>materials</li> <li>staffing</li> </ul>	
12:00 p.m.	Lunch	
1:00 p.m.	<p>Volunteers identified for preparation of operational plans for the various components</p> <ul style="list-style-type: none"> <li>media</li> <li>education</li> <li>special target groups</li> </ul>	All
2:00 p.m.	I.C.N.	Grant Niman
2:45 p.m.	Coffee	
3:00 p.m.	Communications Division - media relations	John Flanders
4:30 p.m.	Planning for next meeting	All

**Réunion de planification - Communications du recensement**  
**Les 16, 17 et 18 mai 1995**  
**Institut de formation, pièce 3021**  
**Ordre du jour**

**Le mardi 16 mai 1995**

Heure	Discussion	Intervenant
8 h 45	Café Lecture de l'ordre du jour	Dale
9 h	Budget Conséquences des réductions Ce qui est compris / la part d'Ottawa	Dale
10 h 15	Pause-café	
10 h 30	Questions de la gestion Personnes-ressources en cas d'urgence Regroupement des ressources Évaluation	Dale
11 h	Point de vue de la collecte Questions à étudier Quand l'aide en matière de communications sera-elle nécessaire	Rick Baxter
12 h	Dîner	
13 h	Composante - Programme de parrainage Quels sont les groupes de parrainage (les entreprises, les associations, les administrations publiques) Critères Message Responsabilités (Ottawa, BR) Échéancier Outils de communications Répercussions Fréquence (hits) Coûts (personnel et outils de communications) Étape suivante - listes (exigences en matière de présentation, de vérification et d'échéancier)	Johanne
14 h 30	Pause-café	

14 h 45	Parrainage (suite)	
15 h 30	Composante - Éducation Répercussions Fréquence (hits) Coûts Activités - population en général ALS/FLS éducation aux adultes Distribution Autres activités linguistiques  Plan opérationnel	Dale
16 h 30	Fin de la journée	

**Le mercredi 17 mai 1995**

8 h 30	Composante - Publicité payée Nouvelle politique Rôles Responsabilités Agences de publicité régionales Approbation Délais d'exécution	Dale
10 h 30	Pause-café	
10 h 45	Outils de communications Ce qui sera fait et quand Approbations	Anne-Marie
12 h	Dîner	

13 h	<p>Composante - Relations avec les médias</p> <p>Répartition dans les médias (quotidiens, hebdomadaires, etc.)</p> <p>Ce qui a fonctionné et ce qui n'a pas fonctionné</p> <p>Atlantique</p> <p>Québec</p> <p>Ontario</p> <p>Prairies</p> <p>Pacifique</p> <p>Comment attirer l'attention des médias en 1996</p> <p>Quels sujets choisir</p> <p>Surveillance des médias - Les actualités</p>	<p>Dale</p> <p>Keith</p> <p>Diane</p> <p>Sandra</p> <p>Peter</p> <p>Valerie</p>
14 h 30	Pause-café	
14 h 45	<p>Documentation écrite</p> <p>Bulletins</p> <p>Fiches documentaires</p> <p>Questions et réponses</p> <p>commentaires des régions</p> <p>sur Folio</p> <p>sur l'ATR</p> <p>Info-recensement</p> <p>Échéancier</p> <p>Demandes particulières - anglais/français</p> <p>Traduction</p> <p>Regroupement des ressources - qui fait quoi le mieux ?</p>	Christine
16 h	<p>Dénombrement des régions du Nord</p> <p>Outils de communications requis</p> <p>Échéancier</p> <p>Langues</p>	Peter
18 h 30	Séance en soirée chez Dale	

**Le jeudi 18 mai 1995**

8 h 30	Composante - Groupes cibles spéciaux de la population Identification des groupes Outils de communications Disponibilité/quantité	Johanne
10 h 30	Pause-café	
10 h 45	Composante - Agriculture Activités spécifiques à l'agriculture, en plus de celles touchant le parrainage et les médias Outils de communications Dotation en personnel	
12 h	Dîner	
13 h	Sélection des personnes intéressées à participer à l'élaboration d'un plan opérationnel pour chacune des composantes Médias Éducation Groupes cibles spéciaux	Tous les participants
14 h	RCI	Grant Niman
14 h 45	Pause-café	
15 h	Division des communications Relations avec les médias	John Flanders
16 h 30	Planification en vue de la prochaine réunion	Tous les participants

**Census Communications Planning Meeting  
May 16, 17 and 18, 1995  
To Do List**

<b>Item</b>	<b>Responsibility</b>	<b>Due Date</b>
<b>Gazetting</b> <ul style="list-style-type: none"> <li>• date of Order in Council approval</li> <li>• date for gazetting of the questions</li> <li>• questions and answers including information related to the financing of the census               <ul style="list-style-type: none"> <li>- suggested questions</li> </ul> </li> </ul>	Ottawa  Ottawa  Ottawa Regions	June 2, 1995
<b>Budget</b> <ul style="list-style-type: none"> <li>• keep everyone informed of any additional budget cuts</li> <li>• computer and software purchases</li> <li>• resource utilization report</li> <li>• change reservation for management conference</li> </ul>	Ottawa  Regions  Regions  Regions	as necessary  July 31, 1995  May 30, 1996  check with Gilles re: date for cancel
<b>Management Issues</b> <ul style="list-style-type: none"> <li>• provide Anne-Marie with home and cellular phone numbers</li> <li>• cellular phones - cost vs renting</li> <li>• commitments database - use ongoing account executive base</li> <li>• 1996 Communications evaluation               <ul style="list-style-type: none"> <li>implement procedures now</li> <li>final report</li> </ul> </li> <li>• 1991 Marketing evaluation               <ul style="list-style-type: none"> <li>final report</li> </ul> </li> </ul>	All  Ottawa  Regions   All All  Regions	June 2, 1995  May 23, 1995  ongoing   ongoing December 1996  September 30, 1995
<b>Collections Perspective</b> <ul style="list-style-type: none"> <li>• questions and answers re: CC hiring               <ul style="list-style-type: none"> <li>cost savings</li> <li>procedures</li> </ul> </li> </ul>	Ottawa	June 30, 1995

<b>Third Party Support</b> <ul style="list-style-type: none"> <li>list of potential speakers/training</li> <li>comments on the corporate newsletter</li> <li>comments on text for mail insert</li> <li>follow-up on calendar companies</li> </ul>	Ottawa  Regions  Regions  Ontario, Prairies	to be determined  May 29, 1995  May 29, 1995  June 9, 1995
<b>Education Component</b> <ul style="list-style-type: none"> <li>order coupon - conferences, drop-off at meetings etc flyers - regular school activities special activities (geography, ESL/FSL/Adult)</li> <li>list of teachers subscribing to 1996 kit</li> </ul>	Ottawa    Ottawa	September 1, 1995   ongoing basis
<b>Official Languages</b> <ul style="list-style-type: none"> <li>list of census regional office translation coordinators to Brian Williams</li> <li>installation of system on designated machine in RO</li> </ul>	Regions   Official languages	May 26, 1995   a.s.a.p.
<b>Paid Advertising</b> <ul style="list-style-type: none"> <li>develop questions for the agency questionnaire and distribute for comments based on screening criteria discussed</li> <li>provide list of agencies making presentations</li> <li>questions and answers re: use of \$ for paid advertising</li> <li>organize meeting with agency is on strength by August 22</li> </ul>	Ottawa  Ottawa  Ottawa  Ottawa	June 6, 1995  when available  June 30, 1995  as available

<b>Materials</b> <ul style="list-style-type: none"> <li>complete the attached form and return to Anne-Marie</li> <li>JV 2031/72100 for kit folder size envelopes</li> <li>art-work (draft) <ul style="list-style-type: none"> <li>national poster - emphasis on envelope</li> <li>mail insert - envelope</li> <li>repro sheet (date and slogan)</li> </ul> </li> </ul>	Regions  Regions  Ottawa	June 6, 1995  before March 31, 1996  June 30, 1995 June 30, 1995 June 30, 1995
<b>Media Relations</b> <ul style="list-style-type: none"> <li>regions to receive clippings on daily basis starting January 1, 1996 <ul style="list-style-type: none"> <li>any problems let Anne-Marie know</li> </ul> </li> <li>provide procedures for approval of media materials - articles, releases etc and for response to media</li> <li>possible press releases <ul style="list-style-type: none"> <li>early enumeration</li> <li>Announcement (revenue Canada)</li> <li>CHL</li> <li>drop-off</li> <li>Census Day</li> <li>Its not too late</li> </ul> </li> </ul>	Ottawa  Regions  Ottawa  Ottawa	January 5, 1996  immediately  June 30, 1995  to be decided
<b>Written materials</b> <ul style="list-style-type: none"> <li>list of possible bulletins/newsletters with suggested topics to be covered in each. Examples of possible topics: <ul style="list-style-type: none"> <li>associations</li> <li>federal government</li> <li>institutions</li> <li>policing</li> <li>hotels/motels</li> <li>seniors</li> <li>ethnic</li> <li>agriculture</li> </ul> </li> </ul>	Regions	June 30, 1995

<b>Northern Enumeration</b> <ul style="list-style-type: none"> <li>translation of questions into Inuit languages</li> <li>paid advertising and PSAs</li> <li>poster</li> <li>geography activity - viability of updating</li> </ul>	Prairies  Ottawa, Prairies  Prairies  Ottawa	a.s.a.p.  To be determined  to be determined  to be determined
<b>Special Target Populations</b> <ul style="list-style-type: none"> <li>Strategy - overview for all sectors specific asector activities</li> <li>Ethnic groups <ul style="list-style-type: none"> <li>stickies - count yourself in It's not too late Need help - CHL number newsletter - include 3 questions paid advertising - radio &amp; print</li> </ul> </li> <li>Literacy groups - paid advertising - radio</li> <li>Disability groups <ul style="list-style-type: none"> <li>large print 2B CNIB re: tapes of the questions</li> </ul> </li> <li>Seniors - newsletter - security, privacy</li> <li>Youth <ul style="list-style-type: none"> <li>coasters newsletter - jobs - policies/programs T-shirts</li> </ul> </li> <li>Aboriginal <ul style="list-style-type: none"> <li>proposal re: \$160,000 from Adele related to liaison with all Aboriginal groups Any ideas re: offer from Indian and Northern Affairs to provide assistance</li> </ul> </li> <li>Agriculture <ul style="list-style-type: none"> <li>change name of agr focal point in training manual provide list of conferences, meetings and farm shows review 1991 teacher activity to determine viability of updating poster calendar info on Gazetteing timing of TAS - number tipsheet</li> </ul> </li> </ul>	Ottawa Ottawa/Regions  Ottawa  Ottawa Ottawa Ottawa  Ottawa Ottawa Ottawa Quebec  Regions  Ottawa Ottawa  Ottawa Prairies Ottawa Ottawa Ottawa Ottawa	June 30, 1995 July 31, 1995  to be determined  to be determined May 1996 May 1996  January 1996 August 1995 to be determined to be determined  June 16, 1995  May 23, 1995 May 26, 1995  July 31, 1995 October 30, 1995 August 18, 1995 when available June 2, 1995 June 30, 1995

Next meeting	All	August 21, 1995 Location to be determined.
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May 25, 1995

REGION: \_\_\_\_\_

**MATERIAL REQUIREMENTS  
POPULATION**

<b>MATERIAL</b>	<b>QUANTITIES ENGLISH</b>	<b>QUANTITIES FRENCH</b>	<b>QUANTITIES BILINGUAL</b>	<b>DATE TO BE SHIPPED</b>
Binder Covers				
Calendar Wall 12 months				
Coasters Repros rectangular round				
Cups Ceramic				
Envelopes ( <b>Negatives for</b> ) E169 #10 Kit folders size				
Kit Folders ( <b>English &amp; French leading</b> )				
Lapel Pins				
Labels with Logo (Diskettes 3 1/2")				
Lecterns Prairie Van Halifax				
Mail Inserts ( <b>Bilingual only</b> ) Envelope design				
Meter Slugs				
*Multilingual Brochure & Masthead				
Poster (National) Size: 8 1/2 X 11 & Post Office				

MATERIAL	QUANTITIES ENGLISH	QUANTITIES FRENCH	QUANTITIES BILINGUAL	DATE TO BE SHIPPED
Poster Frames ( <b>Bilingual only</b> ) 8 1/2 x 11 8 1/2 x 14 Post Office size Landscape				
Repros ( <b>Bilingual</b> ) Another one without border				
Special Masthead for Newsletter				
Sticker for kit folders				
Tent Cards				
T-Shirts				
Static Logos				
Wall Calendar ( <b>Agriculture</b> )				
Mail Inserts ( <b>Agriculture</b> )				

\* What do you want a brochure and sheets or just sheets I'm not sure what was decided on this one. Thanks.

## **APPENDIX/APPENDICE 4**

### **Census Communications Meeting August 22, 1995 Agenda**

#### **RHC 4th Floor, Classroom 4**

##### **1. Support Program**

- Update on national and regional corporate support programs
  - overlaps
  - sharing
  - good ideas
- Update on letters from Minister and Chief Statistician (associations, provincial/territorial ministers, deputy ministers)

##### **2. Paid Advertising**

- Update

##### **3. Teacher Activities**

- proposed activities
- distribution
- quantities
- promotion

##### **4. Media Relations**

- Training
- Spokespersons?

##### **5. Staffing**

- need lists of staff and responsibilities from all offices
- training manual - number of copies

**6. Materials**

- update what is in the works and scheduling
- show and tell

**7. Written Materials**

- update
  - Questions and Answers
  - Census Facts
  - Fact sheets
  - bulletins
  - speeches
  - newsletters (Focus for the Future)
  - articles
  - testimonials

**8. Other Business**

- 1:30 Ronald Raby, Demography Division - explanation of transfer payments - impact of census data and the population estimates program.

## APPENDIX/APPENDICE 5

### MEMORANDUM / NOTE DE SERVICE

**Date:** September 13, 1996 / Le 13 septembre 1996

**To/À:** K. Matheson  
D. Blanchette  
S. Ramsbottom  
P. Palfenier  
V. Barrett  
J. Beckstead  
A.-M. Fleury  
C. Campbell

**From/De:** Dale Sewell

**Subject/sujet:** October meeting - Agenda/Réunion d'octobre - Ordre du jour

Attached is the agenda for our October meeting which will take place in the Rideau Suite at Les Suites Hotel, 130 Besserer Street, Ottawa, Ontario, K1N 9M9.

Thanks.

Vous trouverez ci-joint l'ordre du jour de notre réunion d'octobre, qui aura lieu à la suite Rideau de l'Hôtel Les Suites, au 130, rue Besserer, Ottawa (Ontario), K1N 9M9.

Merci.

**1996 Census Communications  
Evaluation Meeting  
October 8 and 9**

**Tuesday, October 8**

8:15 am	Coffee	
8:30 am	Welcome	Benoit Laroche
8:45 am	Budgets	Dale
9:00 am	Materials - timing, distribution and quantity	Anne
9:30 am	Written materials including education activities	Christine
10:15 am	Break	
10:30 am	Atlantic Regional overview of program	Keith
12:00 pm	Lunch	
1:00 pm	Quebec Regional overview of program	Diane
2:30 pm	Break	
2:45 pm	National program and Centralized Edit project overview	Johanne
4:15 pm	2001 Census - impact of Centralized Edit	Everyone
5:00 pm	Adjourn	

**Wednesday, October 9, 1996**

8:15 am	Coffee	
8:30 am	Ontario Regional overview of program	Sandra
10:00 am	Break	
10:15 am	Prairies Regional overview of program	Peter
12:00 pm	Lunch	
1:00 pm	Pacific Regional overview of program	Valerie
2:30 pm	Break	

2:45 pm	Advertising	Dale
3:30 pm	Census of Agriculture Resourcing levels Materials	
4:45 pm	Summary	Dale
5:00 pm	Adjourn	
6:30 pm	BBQ	Dale

- \* In each of the above sessions, I would like the overview to concentrate on the decision making processes, what worked well, what didn't work and what changes need to be considered for communications for 2001 given new technology, possibility of centralized edit and public attitudes.

#### **Thursday, October 10**

8:15 am	Coffee	
8:30 am	1996 Consultation - presentation followed by discussion	Pamela White
10:30 am	Break	
10:45 am	1996 Marketing - presentation followed by discussion	Michel Seguin
12:30 pm	Lunch	
1:30 pm	Wayne - open discussion	Everyone
4:00 pm	Adjourn	

**Communications du Recensement de 1996**  
**Réunion d'évaluation**  
**8 et 9 octobre**

**Mardi 8 octobre**

8 h 15	Café	
8 h 30	Mot de bienvenue	Benoit Laroche
8 h 45	Budgets	Dale
9 h 00	Matériel - choix du moment, distribution et quantité	Anne
9 h 30	Documentation écrite incluant les activités éducatives	Christine
10 h 15	Pause-café	
10 h 30	Évaluation du programme de la région de l'Atlantique	Keith
12 h 00	Dîner	
13 h 00	Évaluation du programme de la région du Québec	Diane
14 h 30	Pause-café	
14 h 45	Évaluation du programme national et du projet du contrôle centralisé	Johanne
16 h 15	Recensement de 2001 - effet du contrôle centralisé	Tous les participants
17 h 00	Ajournement	

**Mercredi 9 octobre**

8 h 15	Café	
8 h 30	Évaluation du programme de la région de l'Ontario	Sandra
10 h 00	Pause-café	

10 h 15	Évaluation du programme de la région des Prairies	Peter
12 h 00	Dîner	
13 h 00	Évaluation du programme de la région du Pacifique	Valerie
14 h 30	Pause-café	
14 h 45	Publicité	Dale
15 h 30	Recensement de l'agriculture Allocation des ressources Matériel	Johanne
16 h 45	Synthèse	Dale
17 h 00	Ajournement	
18 h 30	BBQ	Dale

\* Dans chacune des présentations ci-dessus, j'aimerais que l'évaluation porte sur le processus de prise de décision, les activités qui ont bien fonctionné, les activités qui n'ont pas fonctionné ainsi que sur les changements qui devraient être apportés aux communications de 2001 si l'on tient compte des nouvelles technologies, de la possibilité d'un contrôle centralisé et des attitudes du public.

#### **Jeudi 10 octobre**

8 h 15	Café	
8 h 30	Consultation sur le Recensement de 2001 - la présentation sera suivie d'une discussion	Pamela White
10 h 30	Pause-café	
10 h 45	Commercialisation des produits et services de 1996 - la présentation sera suivie d'une discussion	Michel Séguin
12 h 30	Dîner	
13 h 30	Wayne - discussion ouverte	Tous les participants
16 h 00	Ajournement	

## **Logo - Concept and Development**

### **1. Background**

A new logo was developed for both the 1991 and 1996 Censuses. In 1991, it was because the *bonhomme*, which had been used in the 1981 and 1986 Censuses, had become dated. Efforts to modernize him were not successful. In 1996, the logo was changed because it was found that the *flag/rising sun* concept was viewed negatively in some parts of the country.

For the 1996 Census, Census Communications worked jointly with Creative Services to develop a logo which would work well during both the collection and dissemination phase of the Census. Based on an agreement with the Director-General, Communications and Marketing Services, the Census logo and slogan are used, rather than the Statistics Canada *statgraph*, during the collection phase. This is to reduce confusion for respondents of having too many corporate identifiers. However, the census logo is played down during the dissemination phase and the *statgraph* is used on all census materials, including covers, masthead, brochures, etc. The slogan is only used during the collections phase.

Census Communications also worked with the Content Determination Project to test the "final" logos in focus groups. This worked well because participants saw the logos as part of the testing for the questionnaire (content, colour and format) rather than as a design project. Any logo that created negative feedback was dropped. As a result, the 1996 logo was well received by respondents, supporters and staff.

#### **1.1 Design Concept**

The following parameters were the basis for the design concept:

- must be acceptable on a national level because it is logistically impossible and very expensive to provide collections materials on a regional basis. Therefore, the design could not use the maple leaf or the Canadian flag.
- must be usable in large format (train and trucks) and in small (sugar bags, postal slugs and lapel pins)
- must be adaptable to bilingual as well as unilingual presentations

- must create a positive image of the Census and Statistics Canada
- must be suitable for both the Census of Population and the Census of Agriculture
- must be bold enough to stand out in the crowd of advertising and promotional flyers that land in mailboxes and on desks
- must be attractive and have artistic merit so that our third-party supporters will agree to use it.

## 1.2 Slogan

Statistics Canada has used the slogan "Count Yourself In" for a number of censuses. Since this slogan continued to be well-received in focus groups prior to the 1996 Census, it was incorporated into both the logo design concept and much of the public relations materials. Focus group participants indicated that the slogan gave them a good feeling about the census and the fact that the government was asking them to take part in an activity which was important to them as well as the government. The other slogan suggested, "fill it in, mail it back", was viewed negatively because people felt the government was telling them to do something.

## 2. Development Process

November 1992	Planning meeting with regional Communications managers and task managers. Recommendations from that meeting included: <ul style="list-style-type: none"><li>• statgraph should be part of the design</li><li>• use the corporate colours (not orange)</li></ul>
December 1992	discussed the requirement for a more flexible and universal logo with Creative Services. The decision was made to go to two outside firms which were well known in the "logo development" field to get preliminary designs.

- February 1993 feedback was solicited from the regional offices regarding the 1991 logo. Feedback was received from both communications and operational staff on other designs to be considered in addition to the statgraph, the dominant message and the shape.
- February 1993 contracted with two firms - Charles Desjardins (Montreal) and Taylor/Sprules Corporation (Toronto). Each firm was asked to develop three bilingual design concepts, one of which would have the "96" as a focus. The concept must be national in scope (but not focus on the maple leaf or the flag) and adaptable for many formats (manual covers, brochures, questionnaires etc) as well as sizes and must be easy for the Canadian public to identify with as a symbol of the census. More details are available in the statement of services in Appendix 1.
- June 1993 Received six concepts from the two firms. All turned out to have been designed around the "96". One more concept was developed in-house by Creative Services.
- July 1993 The seven concepts were sent to the regional offices, subject matter areas and senior census management. All were asked to rate the concepts on a scale of one to seven with seven points being to the best-liked concept. Copies of the design as well as rating of each is in Appendix 2.
- August 1993 The designers were asked to produce the four designs (highest ratings) in colour. None stood out.
- August 1993 To help in deciding on the concept, it was decided to focus group the two "top ranked" design concepts. A meeting was held with Mantle and Overall, a design development and testing firm, to discuss the survey specifications.
- September 1993 A proposal was submitted. After it was reviewed, it was determined that the firm did not completely understand the problem and the testing idea was dropped.
- October 1993 Charles Desjardins contacted Vittorio to determine if he was willing to develop a design concept for Statistics Canada along the lines of the noses poster that he developed for the Quebec regional office for the 1991 Census. This poster won an award with the

Information Services Institute.

Asked both Charles Desjardins and Taylor/Sprules Corporation to provide three additional design concepts.

A conference call was held with the regional offices and the two design firms to ensure that the firms were getting a clear message about the 1996 census logo - it had to have a national perspective and could not focus on Canadian symbols such as the maple leaf or the flag.

November 1993

Ten designs were faxed to the regions for review (Appendix 3) including an updated 1991 Maple Leaf. This design removed some of the components that were either too expensive (air brushing) or too complicated when applied to small products (too many lines).

One more design was sent to the regions - three versions were provided (Appendix 4).

Ratings on the eleven designs were provided by the regional offices and Census Communications in Ottawa.

December 1993

The four best designs were sent back to the regional office for ranking. In addition, a new design by Vittorio was included in the package (Appendix 5).

Additional information on the Vittorio design was provided to the regions at the end of December (Appendix 6). The Prairies hated the design while Quebec loved it. The decision was made to test it.

The Content Determination Project agreed to test four of the designs with their focus groups and one-on-one interviews scheduled for January and February 1994. Creative Services prepared three and Charles Desjardins designed the fourth.

### 3. Testing

In February 1994, four designs were tested in four focus groups, two in Toronto and two in Montreal, and 80 one-on-one interviews split between the two cities. Four covers were developed to make the test as realistic as possible (Appendix 7).

A general comment:

"People are fed up with government - it is important to make the census form more appealing - can do this with a logo. If the logo is too official, it will scare people off."

#### 3.1 Flag

##### 3.1.1 Toronto

it is Canadian, more appealing  
legitimate/looks governmental  
more modern  
immigrant - liked the idea of a flag/leaf because it means the census is national - all of Canada  
looked like Famous Players/music bar  
would like full maple leaf

##### 3.1.2 Montreal

not appropriate - puts too much emphasis on the maple leaf and the Canadian flag feeling among respondents that it is obviously the Canadian Census - no need to emphasize Canada in such a strong way

#### 3.2 Three people

most people understood this logo  
three individuals and a stylized maple leaf inside the flag  
stronger/modern

seen as appropriate for the census questionnaire  
people make up Canada  
design is friendlier - easier to approach

### **3.3 Two people in squares**

looks like washroom signs  
Two people - people joining hands is a good thing  
Government not viewed as artistic - not expect a fancy logo  
not imaginative  
no clear message  
no consistency  
doesn't make you look twice

### **3.4 Mushroom**

#### **3.4.1 Toronto**

Census is not fun and games - logo is misleading  
looks like the army, video games, Mario brothers  
the census is a serious undertaking - the logo should reflect this  
more interesting  
more appealing - would probably attract younger people  
looks like a family  
could be a sergeant/army  
doesn't make sense  
totalitarian regimes - worry about army perception  
negative connotation for immigrants

#### **3.4.2 Montreal**

respondents in Montreal liked the humour  
Francophones more likely to prefer this option

## 4. Approval

April 1994

The two designs which created the least amount of controversy were the flag and the three people. The three people, in fact, was the only design which was viewed neutrally across the board - it received no strong negative comments. In April, the two designs were prepared as masthead using the corporate colours to help remove any possible biases (Appendix 8) and sent to the regions for final review and comments.

The results were:

Atlantic	liked the people/flag design
Quebec	agreed to use the people/flag design
Ontario	liked the people/flag design
Prairies	can live with the people/flag design
Pacific	okay with flag/people design

Met with the Manager, 1996 Census and presented the findings. Agreement to proceed obtained.

Met with the Assistant Chief Statistician, Social, Labour and Institutions Statistics Field. Accepted recommendation and agreed to discuss with the Chief Statistician.

Met with Census of Agriculture staff - agreed with design if it could be done in green.

May 1994

Presentation to the Census Management Group. Mr. Petrie informed group that the Chief Statistician had accepted the design.

Presentation to the Communications Committee (Appendix 9).

## 5. Colours

Various colours were tried with the final decision being red and yellow for the Census of Population and green and yellow for the Census of Agriculture. These colours were similar to the colours used in 1991. In addition, we developed some materials that were red, yellow and green so that they could be used by both censuses. This was done as a cost-saving measure.

## 6. Trademark

Before the Registrar of Trade Marks can give public notice of the adoption and use of the census logo pursuant to section 9 of the Trade marks Act, the census logo must be in common usage. As a result, we waited until the spring of 1995 to start the trade mark proceedings.

June 1995	Wayne de Rinzy, Trademark Searcher. Found a registered trade mark that had some similarities to the census logo. It had been registered in June 1994. Because of these similarities, it was necessary to have a Trade Mark Agent provide an opinion on the advisability of registering the census logo.
October 1995	Contacted Shapiro, Cohen, Andrews, Finlayson, Patent and Trade Mark Agents. They reviewed the files and recommended that Statistics Canada file an application under Section 9(1)(n)(iii) of the Trade marks Act. Also asked that we get written notice from Taylor/Sprules that the designer who created the 1996 census design was not related or familiar in any way with the other design.
November 1995	Received written notice from Taylor/Sprules
December 1995	Statistics Canada's legal advisor applied to the Registrar of Trade-marks (Appendix 10). The fee was \$300.00.
January 31, 1996	The 1996 Census logo was an officially registered trade-mark (Appendix 11).

## **7. Recommendations**

- The 1996 logo will be used again for the 2001 Census. This would save the costs of developing a new logo. Specialty logo designers and testing was more than \$40,000 in 1996.
- The continued use of the three colour format - red, green and yellow - would reduce duplication of materials and costs of design and printing.
- The logo should be used on all content consultation and testing materials to build product awareness.
- Basic materials could be developed earlier. This would save printing costs.
- The design has already been trade-marked.
- We reviewed and tested close to 30 logos in 1996 before we found one that worked. If we were to go through this process again for the 2001 Census, it is doubtful that we will find anything else that works as well.



## **APPENDIX/APPENDICE 1**

### **APPENDIX A**

#### **STATEMENT OF SERVICES**

##### **Objectives**

The development of a unique graphic identifier for the 1996 Census of Canada to promote public awareness and a high response rate to the Census is critical in terms of the scope of the program itself, one of the largest undertaken for the federal government, and its impact on the success of the Census and the post-census materials.

##### **Services to be provided**

One design concept following the Statistics Canada Graphic Image design approach. The concept is to appear in bilingual form with the English on the left and the French on the right. One version of the concept is to be provided in black only, without screens or tones, and another version of the same concept is to be provided in Pantone 220 (red) and Pantone 280 (blue). For presentation the concepts shall appear approximately six inches in size on a 8<sup>1</sup>/<sub>2</sub>" X 11" card with no matting.

Final presentation of the design concept shall be made two weeks following the signing of this contract.

In the performance of this contract the contractor shall use the English language.

1996 Census of CanadaGRAPHIC IMAGE1. Background

The image projected by the graphic identifier for the 1996 Census of Canada to Canadians including those at all levels of business and government is critical, in terms of the scope of the program which is one of the largest funded by the federal government and its impact on the success of the Census itself.

Effective communication materials, supported by a well designed graphic identifier will help promote public awareness and acceptance of the Census and the post census products as well.

2. Design approach

Statistics Canada has decided to approach the 1996 Census with its corporate look rather than with the maple leaf device or bonhomme graphic used in the past.

The corporate look involves the use of a symbol known as the statsgraph and the corporate colours which are Pantone 220 (red) and Pantone 280 (blue). Eras typeface is also part of the image, however use of Eras should be considered optional.

The wording which will accompany the graphic will be:

96 Census  
May 14  
Count Yourself in!

Recensement 96  
14 mai  
Soyez du Nombre!

This wording must appear with the graphic in bilingual form as it does above and also in bilingual form with the English on the right and the French on the left.

There must also be a unilingual English and a unilingual French version.  
The wording is presented in order of importance from a graphic standpoint.

Design Guidelines

- The design must work equally well in solid black (no screens) or in colour (Pantone 220 and 280). The design will appear most often in black and in small sizes.
- The design must be reproducible and readable from very small sizes to very large billboard size. The final design selected will have to be adjusted for use in large and small applications.
- The design must conform to the Federal Identity Program guidelines governing the use of special symbols.
- Official Languages policies and guidelines must be followed.
- Various applications such as car cards, television, newspaper ads and Census products must be considered.
- The design must be suitable for general application across a wide spectrum of products and also for a four year span of time as this design is intended to embrace not only the promotion of the Census but also the promotion of the products resulting from the Census.



Statistics  
Canada

Statistique  
Canada

# Memo Note de service

File reference no.  
Numéro de référence

Date July 12, 1993/Le 12 juillet 1993

To/À Distribution/Diffusion

From/de Dale Sewell, Manager, Census Communications/Chargée des communications du recensement

Subject/Objet 1996 Census Logo/Logo du Recensement de 1996

*Dale Sewell*

Attached are seven preliminary designs for the 1996 Census logo. These designs are the result of two contracts to creative agencies in Toronto and Montreal. As well, Creative Services here at Statistics Canada submitted a design. All participants were asked to come up with a design that was national in scope (but did not focus on maple leaves, beavers or the Canadian flag), could be adapted and incorporated into many formats (manual covers, brochures, questionnaire covers etc) and was easy for the Canadian public to identify with as a symbol of the census.

The next step is to decide which three of the seven designs are the best and should go on to focus testing. With focus testing, we hope to find out from group participants which design best identifies the census. I would appreciate it if you would involve as many of your staff as possible in looking at the designs (each one comes in a number of formats - unilingual English and French, bilingual, with the slogan and with the date) and rating them on a scale of one to seven with seven points being given to the best and one point to the worst.

Ci-joint se trouvent sept dessins préliminaires du logo du Recensement de 1996. Ils sont le fruit de deux contrats auprès d'agences de création à Toronto et Montréal. De plus, les Services créatifs à Statistique Canada ont aussi soumis un dessin. Nous leur avons demandé de présenter un dessin d'envergure nationale (mais dont le noyau n'était pas une feuille d'érable, un castor ni le drapeau canadien), qui pourrait être adapté à divers formats (couvertures de manuels, dépliants, questionnaires, etc.) et que la population canadienne pourrait facilement reconnaître comme le symbole du recensement.

Il nous faut maintenant décider quels trois dessins parmi les sept sont les meilleurs pour ensuite les mettre à l'essai auprès de groupes cibles. Grâce à ces essais, nous espérons savoir des participants lequel de ces dessins représente le mieux le recensement. J'aimerais que vous demandiez au plus grand nombre de personnes possible parmi votre personnel d'examiner les dessins (chacun est illustré sous diverses formes -- unilingue anglais et français, bilingue, accompagné du slogan et de la date) et que vous donniez une note sur une échelle de un à sept, sept points étant la

.../2



A rating sheet has been included in your package which includes a space for your point rating of each design as well as your name/project/section. Each project or section should try and come up with a consensus although Regional Offices may want to submit two sets of ratings, one for operations and one for communications.

Please complete the rating sheet and return it to me before July 21, 1993 for tallying. I will let you know which designs came out on top and will consequently be going on to focus testing.

Thanks for your participation.

meilleure note et un point la pire.

Ci-joint aussi se trouve un guide de notation, comportant un espace où indiquer le pointage ainsi que votre nom, projet, section. Chaque projet ou section devrait essayer d'arriver à un consensus; les bureaux régionaux voudront peut-être soumettre deux évaluations, l'une pour les opérations et l'autre pour les communications.

Veuillez remplir le guide de notation et me le retourner, avant le 21 juillet prochain, pour que je compile les résultats. Je vous laisserai savoir quels dessins sont arrivés premiers et seront par conséquent mis à l'essai.

Je vous remercie de votre participation.

#### Distribution/Diffusion

K. Matheson  
D. Blanchette  
S. Ramsbottom  
J. Page  
N. Fitzpatrick  
B. Laroche  
W. Smith  
M. Jones  
1996 Census Project Managers/Chargés de projet du Recensement de 1996  
D. Whitarcar  
L. Baillie  
B. Harrison

CENSUS COMMUNICATIONS/COMMUNICATIONS DU RECENSEMENT  
 COMMUNICATIONS DIVISION/DIVISION DES COMMUNICATIONS  
 10-B, R.-H. -COATS  
 FAX/Téléc. : (613) 951-0930

1996 CENSUS LOGO RATING SHEET/GUIDE DE NOTATION - LOGO DU  
 RECENSEMENT DE 1996



CENSUS

73 \_\_\_\_\_  
 RECENSEMENT



CENSUS  
 RECENSEMENT

68 \_\_\_\_\_

CENSUS



RECENSEMENT

79 \_\_\_\_\_



43 \_\_\_\_\_



53 \_\_\_\_\_



45 \_\_\_\_\_



80 \_\_\_\_\_

NAME/NOM \_\_\_\_\_

PROJECT-SECTION-REGION/PROJET-SECTION-REGION \_\_\_\_\_



# Facsimile Message Transmission

# Transmission par télécopieur



Years of Ans  
Excellence d'excellence

To/À

☐ Urgent

☐ Normal

Name/Nom Keith Matheson Peter Dalfenier  
Sandra Ramsbottom Valerie Barrett

Number of pages (including cover page) \_\_\_\_\_  
Nombre de pages (y compris la page titre) 11

Facsimile Phone No. \_\_\_\_\_  
N° tél. du télécopieur \_\_\_\_\_

Phone No. / No tél. \_\_\_\_\_

Date 04-11-93 Time 9:25  
Heure \_\_\_\_\_

From/De

Name D. Sewell  
Nom \_\_\_\_\_

Phone No./N° tél. 951-0444

## Facsimile/Télécopieur

Communications Division / Division des communications

Statistics Canada  
10<sup>th</sup> Floor  
R.H. Coats Building  
Ottawa, Ontario  
K1A 0T6

Statistique Canada  
10<sup>e</sup> étage  
Immeuble R.-H.-Coats  
Ottawa (Ontario)  
K1A 0T6

Census / Recensement . . . 613 951-0930

Central . . . . . 613 951-5116

Public Affairs / Relations publiques . . . 613 951-1104

Operator's initials  
Initiales de l'opérateur DMF

## Message

Some samples of logo we received so far. Could  
you please let us know which one you prefer.

Thanks.

**91** CENSUS  
RECENSEMENT



Statistics  
Canada

Statistique  
Canada

Canada



## **APPENDIX/APPENDICE 4**

### **MEMORANDUM/NOTE DE SERVICE**

**Date:** November 18, 1993 / Le 18 novembre 1993

**To/À:** K. Matheson  
D. Blanchette  
S. Ramsbottom  
P. Palfenier  
V. Barrett

**From/De:** Dale Sewell

**Subject/sujet:** 1996 Census Design

I am bravely sending you one more design - three versions for your review and comments. I would appreciate receiving your feedback either in person or by E-mail by Tuesday of next week.

Thanks.

CENSUS 98

CES-001

16/11/93

CLIENT APPROVAL:

CHECK WITH CARE BEFORE USING: Every effort is made to manufacture fine quality products. However, errors do occur. TAYLOR/SPRULES CORPORATION will not assume any liability beyond the replacement of our own product. All work is © TAYLOR/SPRULES CORPORATION



# CENSUS

.....

# RECENSEMENT

CENSUS 96

CES-001

16/11/93

CLIENT APPROVAL:

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# CENSUS

.....

# RECENSEMENT



CENSUS

.....

RECENSEMENT

**CHECK WITH CARE BEFORE USING:** Every effort is made to manufacture fine quality products. However, errors do occur. TAYLOR/SPRULES CORPORATION will not assume any liability beyond the replacement of our own product. All work is © TAYLOR/SPRULES CORPORATION.



# CENSUS ..... RECENSEMENT



CENSUS  
.....  
RECENSEMENT

MEMORANDUM/NOTE DE SERVICE

**Date:** December 13, 1993 / Le 13 décembre 1993

**To/À:** K. Matheson  
D. Blanchette  
S. Ramsbottom  
P. Palfenier  
V. Barrett

**From/De:** Dale Sewell

**Subject/sujet:** 1996 Logo

Attached for your review, comments, opinions and rating are the four designs that are the result of our conference call in October. I realize that you have probably already seen them over the last month but I would appreciate it if you would review them one last time (I really hope) and let me have your views.

As well, you will notice that I have also included a fifth design which should be included in your overall rating. This was done by the designer who did the noses poster for Montreal in 1991. This design is available in both colour and black and white (provided by the designer). Give me a call if you want more information.

Time is getting really short so all ratings are due by December 18, 1993, if you want your views to be counted in.

Thanks a lot



DESJARDINS DESIGN MARKETING INC.  
1410, RUE BERNARDIN QUÉBEC, BUREAU 401  
MONTREAL (QUEBEC) H3G 1K5  
TEL: (514) 949-3239 FAX (514) 844-4083



## CENSUS 1996 GRAPHIC IDENTIFIER

### SUBJECT

Design of the Census 1996 Logo for Statistics Canada  
By Desjardins Design Marketing and Vittorio\*

\*Vittorio is a Canadian artist with a worldwide reputation.  
His work has won awards in all parts of the world.

### ADVANTAGES OF THIS TYPE OF LOGO

The logo has a wide positive appeal to a very wide range of ages, cultures and ethnic groups.

This type of signature takes away any kind of negative feeling that people may have towards the Census.

The Canadian population can identify to such a signature. We are not making fun of the people of Statistics Canada, we are showing a positive response to the Census.

The signature is alive and can do a lot more than a static one. It can move. It can talk. It can be adapted to any kind of situation.

The signature can be used and adapted to the Regional campaign and help reflect their communication environment and preoccupation.

It does not have a Government flavor.

It is not threatening.

The illustrated shadow gives it a touch of humor, it reinforces the character's action. It wants to be counted to and is very happy about it.



#### ADVANTAGES OF THIS TYPE OF LOGO (CONT'D)

The mushroom represents growth. It grows in groups. It grows rapidly thus the need for Census, regularly.

The character wants to be part of the group. He wants to be counted too, to be part of the picture.

The signature lends itself to very attractive advertising material (T-shirts, cups, posters, billboards, t.v. commercials, newspaper ads, stamps, etc.)

The signature is the perfect illustration of "Count yourself in".

In the past, when a campaign used a Vittorio's illustration, it always won awards locally and internationally.

All advertising material will be widely used by the population and the Census people thus much more exposure.

Once the Census is over, all advertising material will become a collector's item. This will give the Census much more positive exposure even after.

People tend to forget about the Census when it is over. The whole idea is not to collect data and not use it. We think that exposure after the Census will remind people that the information is there for them to use.

This is the best free advertising that we can dream of.

We also suggest that the slogan "Count yourself in" be changed. This is the Government talking to the people and giving an order.

What we suggest is: "Count me in". The character is the reflection of every individual Canadian and we are putting words in their mouth. It is much more positive. It leads to action.

The French version works as well: "Je suis du nombre".



OFFICE USE ONLY

**2A**

Prov.	FED No.	EA No.	VN	TD <input type="checkbox"/>	DC 3 <input type="checkbox"/>	Ref. 6 <input type="checkbox"/>	Form 3 <input type="checkbox"/>	1.
Hhld No.	Form type 1	No. of persons	Questionnaire No. <input type="checkbox"/>	UD 4 <input type="checkbox"/>	FR 7 <input type="checkbox"/>	DR 8 <input type="checkbox"/>	Coll. <input type="checkbox"/>	2.
			<input type="checkbox"/> of <input type="checkbox"/>	M 2 <input type="checkbox"/>	TR 5 <input type="checkbox"/>	Other/ Miss.		

This information is collected under the authority of the Statistics Act (R.S.C. 1985, c. S19) and must be provided by law.

**CONFIDENTIAL WHEN COMPLETED****CENSUS****MAY 14 · COUNT YOURSELF IN!*****A message from the Chief Statistician of Canada***

The information collected by the 1996 Census is essential to planning Canada's future as we prepare for the twenty-first century. Your answers will be kept strictly confidential — but when combined with the replies of all other Canadians, they will provide the information necessary for a better understanding of our country and our different communities. The results of the census are used in making informed decisions at a national, provincial and local level. Your help is vital in this national endeavour. Please complete your census form by following the steps and mail it back on May 14.

Thank you for your cooperation.

Ivan P. Fellegi  
Chief Statistician of Canada

**STEP 1****Begin here by printing your address**

No. and street or lot and concession

Apt. No.

City, town, village, Indian reserve

Province/territory

Postal code

Area code

Telephone number

Turn the page and continue with STEP 2 ➔



Statistics Canada  
Statistique Canada

**Canada**

OFFICE USE ONLY

2A

Prov.	FED No.	EA No.	VN	TD	DC	Ref.	Form 3	1.
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Hhld No.	Form type	No. of persons	Questionnaire No.	UD	FR	DR	Coll.	2.
	1		<input type="checkbox"/> of <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
				M	TR	Other / Miss.		
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		



This information is collected under the authority of the *Statistics Act* (R.S.C. 1985, c. S19) and must be provided by law.

CONFIDENTIAL WHEN COMPLETED



## Census • May 14 1996

# Count Yourself In!

### A message from the Chief Statistician of Canada

The information collected by the 1996 Census is essential to planning Canada's future as we prepare for the twenty-first century. Your answers will be kept strictly confidential — but when combined with the replies of all other Canadians, they will provide the information necessary for a better understanding of our country and our different communities. The results of the census are used in making informed decisions at a national, provincial and local level. Your help is vital in this national endeavour. Please complete your census form by following the steps and mail it back on May 14.

Thank you for your cooperation.

Ivan P. Fellegi  
Chief Statistician of Canada



STEP 1

### Begin here by printing your address

No. and street or lot and concession

Apt. No.



City, town, village, Indian reserve

Province/territory



Postal code

Area code

Telephone number






Turn the page and continue with STEP 2 →



Statistics Canada  
Statistique Canada

Canada

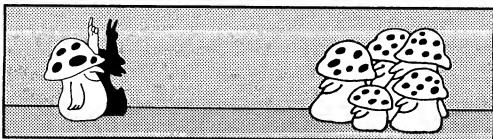
OFFICE USE ONLY

**2A**

Prov.	FED No.	EA No.	VN	TD <input type="checkbox"/>	DC 3 <input type="checkbox"/>	Ref. 6 <input type="checkbox"/>	Form 3 <input type="checkbox"/>	1.
Hhld No.	Form type 1	No. of persons	Questionnaire No. <input type="checkbox"/> of <input type="checkbox"/>	UD 1 <input type="checkbox"/>	FR 4 <input type="checkbox"/>	DR 7 <input type="checkbox"/>	Coll. <input type="checkbox"/>	2.
				M 2 <input type="checkbox"/>	TR 5 <input type="checkbox"/>	Other/Miss. 8 <input type="checkbox"/>		



This information is collected under the authority of the *Statistics Act* (R.S.C. 1985, c. S19) and must be provided by law.

**CONFIDENTIAL WHEN COMPLETED**

## **Census • May 14 1996**

# **Count Yourself In!**

### ***A message from the Chief Statistician of Canada***

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Thank you for your cooperation.

Ivan P. Fellegi  
Chief Statistician of Canada

**STEP 1**

### **Begin here by printing your address**

No. and street or lot and concession

Apt. No.

City, town, village, Indian reserve

Province/territory

Postal code

Area code

Telephone number

Turn the page and continue with **STEP 2** ➔



Statistics Canada  
Statistique Canada

# Canada

RÉSERVÉ AU BUREAU

2A

Prov.	CÉF n°	SD n°	NV	TL <input type="checkbox"/>	LC 3 <input type="checkbox"/>	Ref. 6 <input type="checkbox"/>	Formule 3 <input type="checkbox"/>	1.
Ménage n°	Type de formule 2	Nombre de personnes	Questionnaire n° <input type="checkbox"/> de <input type="checkbox"/>	LI 1 <input type="checkbox"/>	RÉ 4 <input type="checkbox"/>	RD 7 <input type="checkbox"/>	Coll. <input type="checkbox"/>	2.
				M 2 <input type="checkbox"/>	RT 5 <input type="checkbox"/>	Autre / MO 8 <input type="checkbox"/>		

Ces renseignements sont recueillis en vertu de la Loi sur la statistique (L.R.C. 1985, chap. S19). La loi vous oblige à les fournir.

CONFIDENTIEL UNE FOIS REMPLI

RECENSEMENT



14 MAI · SOYEZ DU NOMBRE !

## Un message du statisticien en chef du Canada

Les renseignements recueillis dans le cadre du recensement de 1996 nous sont indispensables pour planifier l'avenir du Canada à l'aube du XXI<sup>e</sup> siècle. Vos réponses resteront strictement confidentielles. Elles seront combinées à celles de tous les Canadiens et les données ainsi obtenues permettront de mieux comprendre notre pays et nos différentes collectivités. Les données du recensement servent à prendre des décisions fondées sur la connaissance des faits et ce, à l'échelle nationale, provinciale et locale. Nous avons absolument besoin de vous pour mener à terme cette entreprise nationale. Veuillez remplir votre questionnaire du recensement en suivant les étapes et le retourner par la poste le 14 mai.

Nous vous remercions de votre collaboration.

Ivan P. Fellegi  
Statisticien en chef du Canada



ÉTAPE 1

Commencez ici en inscrivant votre adresse en lettres moulées

N° et rue ou lot et concession

N° d'app.

Ville, village, réserve indienne

Province / territoire

Code postal

Ind. rég.

N° de téléphone

Tournez la page et passez à l'ÉTAPE 2 →



Statistique Canada  
Statistics Canada

Canada

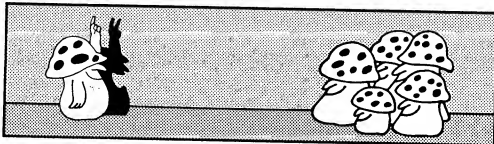
RÉSERVÉ AU BUREAU

2A

Prov.	CÉF n°	SD n°	NV	TL <input type="checkbox"/>	LC 3 <input type="checkbox"/>	Ref. 6 <input type="checkbox"/>	Formule 3 <input type="checkbox"/>	1.
Ménage n°	Type de formule 2	Nombre de personnes	Questionnaire n° 1 <input type="checkbox"/>	LI 4 <input type="checkbox"/>	RÉ 7 <input type="checkbox"/>	RD 8 <input type="checkbox"/>	Coll. <input type="checkbox"/>	2.
			Questionnaire n° 1 <input type="checkbox"/>	M 2 <input type="checkbox"/>	RT 5 <input type="checkbox"/>	Autre / MO <input type="checkbox"/>		

Ces renseignements sont recueillis en vertu de la Loi sur la statistique (L.R.C. 1985, chap. S19). La loi vous oblige à les fournir.

CONFIDENTIEL UNE FOIS REMPLI



## Recensement - 14 mai 1996

### Soyez du nombre !

#### Un message du statisticien en chef du Canada

Les renseignements recueillis dans le cadre du recensement de 1996 nous sont indispensables pour planifier l'avenir du Canada à l'aube du XXI<sup>e</sup> siècle. Vos réponses resteront strictement confidentielles. Elles seront combinées à celles de tous les Canadiens et les données ainsi obtenues permettront de mieux comprendre notre pays et nos différentes collectivités. Les données du recensement servent à prendre des décisions fondées sur la connaissance des faits et ce, à l'échelle nationale, provinciale et locale. Nous avons absolument besoin de vous pour mener à terme cette entreprise nationale. Veuillez remplir votre questionnaire du recensement en suivant les étapes et le retourner par la poste le 14 mai.

Nous vous remercions de votre collaboration.

Ivan P. Fellegi  
Statisticien en chef du Canada



ÉTAPE 1

### Commencez ici en inscrivant votre adresse en lettres moulées

N° et rue ou lot et concession

N° d'app.

Ville, village, réserve indienne

Province/territoire

Code postal

Ind. rég.

N° de téléphone

Tournez la page et passez à l'ÉTAPE 2 →



Statistique Canada  
Statistics Canada

Canada

RÉSERVÉ AU BUREAU

2A

Prov.	CÉF n°	SD n°	NV	TL <input type="checkbox"/>	LC 3 <input type="checkbox"/>	Ref. 6 <input type="checkbox"/>	Formule 3 <input type="checkbox"/>	1.
Ménage n°	Type de formule 2	Nombre de personnes	Questionnaire n° <input type="checkbox"/> de <input type="checkbox"/>	LI 1 <input type="checkbox"/>	RE 4 <input type="checkbox"/>	RD 7 <input type="checkbox"/>	Coll. <input type="checkbox"/>	2.
				M 2 <input type="checkbox"/>	RT 5 <input type="checkbox"/>	Autre/MO 8 <input type="checkbox"/>		

Ces renseignements sont recueillis en vertu de la Loi sur la statistique (L.R.C. 1985, chap. S19). La loi vous oblige à les fournir.

CONFIDENTIEL UNE FOIS REMPLI



RECENSEMENT ♦ 14 MAI 1996

**Soyez du nombre !****Un message du statisticien en chef du Canada**

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Nous vous remercions de votre collaboration.

Ivan P. Fellegi  
Statisticien en chef du Canada



ÉTAPE 1

**Commencez ici en inscrivant votre adresse en lettres moulées**

N° et rue ou lot et concession

N° d'app.



Ville, village, réserve indienne

Province/territoire



Code postal

Ind. rég.

N° de téléphone






Tournez la page et passez à l'ÉTAPE 2 →



Statistique Canada  
Statistics Canada

Canada

RÉSERVÉ AU BUREAU

2A

Prov.	CÉF n°	SD n°	NV	TL <input type="checkbox"/>	LC 3 <input type="checkbox"/>	Ref. 6 <input type="checkbox"/>	Formule 3 <input type="checkbox"/>	1.
Ménage n°	Type de formule 2	Nombre de personnes	Questionnaire n° 1 <input type="checkbox"/>	LI 4 <input type="checkbox"/>	RÉ 7 <input type="checkbox"/>	RD 8 <input type="checkbox"/>	Coll. <input type="checkbox"/>	2.
			M 2 <input type="checkbox"/>	RT 5 <input type="checkbox"/>	Autre / MO 8 <input type="checkbox"/>			



Ces renseignements sont recueillis en vertu de la Loi sur la statistique (L.R.C. 1985, chap. S19). La loi vous oblige à les fournir.

CONFIDENTIEL UNE FOIS REMPLI



**Recensement - 14 mai 1996**

**Soyez du nombre !**

**Un message du statisticien en chef du Canada**

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Nous vous remercions de votre collaboration.

*Ivan P. Fellegi*

Ivan P. Fellegi  
Statisticien en chef du Canada



**Commencez ici en inscrivant votre adresse en lettres moulées**

N° et rue ou lot et concession

N° d'app.

Ville, village, réserve indienne

Province / territoire

Code postal

Ind. rég.

N° de téléphone

Tournez la page et passez à l'ÉTAPE 2 →



**Memo Note de service**

File reference no.  
Numéro de référence

Date April 12, 1994/Le 12 avril 1994

To/À Distribution/Diffusion

From/de Dale Sewell, Manager, Census Communications/ Chef, Communications du recensement

Subject/Objet 1996 CENSUS LOGO/LOGO DU RECENSEMENT DE 1996

*Dale Sewell*

As you are aware from the report **Cognitive Research - Design and Layout of the 1996 Census Questionnaires** that I sent you on March 23, 1994, Census Communications piggy-backed on this project to test four logos as part of focus groups and one-on-ones.

This research was undertaken in Toronto and Montreal with quite different results - what was viewed favourably in one city did not necessary work in the other. The mushroom was liked in Montreal but not in Toronto while the reverse was true about the maple leaf. It was strong first in Toronto but did less well in Montreal. However, please note that each of the four designs received some negative comments in both cities.

Attached are the two designs that received the least amount of negative comments. They have been prepared in the corporate colours as masthead (sample only) to help remove any possible biases.

Comme le mentionnait le **Compte rendu des observations des études qualitatives pour le questionnaire du Recensement de 1996**, que je vous ai fait parvenir le 23 mars 1994, les Communications du recensement ont fait l'essai de quatre logos au sein de groupes de discussion et au cours d'entrevues individuelles.

Les essais ont eu lieu à Toronto et à Montréal, et nous en tirons des résultats différents; les logos qui ont reçu des commentaires favorables dans une ville n'ont pas nécessairement été appréciés dans l'autre ville. Le champignon a été apprécié à Montréal, mais il ne l'a pas été à Toronto, alors que l'inverse s'est produit pour le logo de la feuille d'érable. Ce logo a été bon premier à Toronto, alors qu'il a fait moins bonne figure à Montréal. Cependant, veuillez noter que chacun des quatre logos a reçu des commentaires négatifs, et ce, dans les deux villes.

Ci-joint, vous trouverez les deux logos ayant obtenu le moins de commentaires négatifs. Afin d'éviter toute partialité, ils ont été imprimés sur papier à en-tête (ébauches seulement) avec les couleurs de Statistique Canada.

.../2

I would like to recommend that:

1. we go with the second design (three people in front of a flag) since the Census logo needs to be a national design and the maple leaf received only a lukewarm reception in Montreal;
2. Anne-Marie works with the designer to come up with suitable colours;
3. we get the approval process started as soon as possible.

Could I please have your response by Friday, April 15, 1994.

Thank you.

Distribution/Diffusion:

K. Matheson  
D. Blanchette  
S. Ramsbottom  
P. Palfenier  
V. Barrett

J'aimerais faire les recommandations suivantes :

1. que nous choisissons le second dessin (les trois personnes en face d'un drapeau), puisque le logo du recensement se doit d'être national et que la feuille d'érable n'a reçu qu'un accueil tiède à Montréal;
2. qu'Anne-Marie travaille avec le dessinateur pour trouver les couleurs appropriées;
3. que nous commençons le processus d'approbation le plus tôt possible.

J'aimerais recevoir votre réponse d'ici le vendredi 15 avril 1994.

Merci.



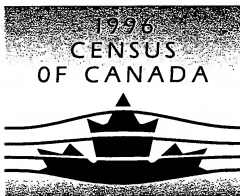
Statistics Canada, Tunney's Pasture, Ottawa, Ontario, K1A 0T6



Statistics  
Canada

Statistique  
Canada

Canada



Statistics Canada, Tunney's Pasture, Ottawa, Ontario, K1A 0T6



Statistics Statistique  
Canada Canada

Canada

## Communications Committee/Comité des communications

Meeting No. 78, Tuesday, May 10, 1994, 10:00 a.m.  
10th Floor, Conference Room B, R. H. Coats Building

Réunion n° 78, le mardi 10 mai 1994, 10 h 00, salle  
de conférences B, immeuble R.-H.-Coats, 10<sup>e</sup> étage

### Agenda/Ordre du jour

1. Review of the Communications Committee mandate (D. Desjardins)
2. Update and demonstration of the Internal Communications Network (W. Smith)
3. Guidelines on writing for *The Daily* (W. Smith)
4. Présentation de la politique proposée pour les relations avec les médias (S. Massie)
5. 1996 Census Logo (D. Sewell)
6. Other business

APPENDIX/APPENDICE 10



Department of Justice  
Canada

Ministère de la Justice  
Canada

Legal Services  
Statistics Canada  
Brooke Claxton Bldg.  
Postal Locator : 0902A  
Ottawa, Ontario  
K1A 0K9

Services Juridiques  
Statistique Canada  
Immeuble Brooke Claxton  
Localisation Postale : 0902A  
Ottawa (Ontario)  
K1A 0K9

Tel. (613) 941-3702  
Fax (613) 957-1327

November 14, 1995

The Registrar of Trade-marks  
Canadian Intellectual Property Office  
Phase I - 5/1  
Place du Portage  
50 Victoria Street  
Hull, Québec  
K1A 0C9

Dear Madame:

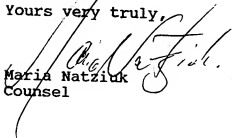
RE: Official Mark for Statistics Canada

Attached please find a request on behalf of the Minister of Industry, that you give public notice, pursuant to the provisions of subparagraph 9(1)(n)(iii) of the *Trade-marks Act*, with respect to a symbol used by Statistics Canada.

I understand that it is the practice of the Trade-marks Office to accept such requests on behalf of Ministers of the Crown, as "public authorities" within the meaning of section 9 of the Act. I wish to advise that the Minister of Industry is designated as the Minister responsible for Statistics Canada. The requisite fee of \$300.00 is also enclosed.

I thank you for your assistance and attention to this matter.

Yours very truly,

  
Maria Natziuk  
Counsel

Canada

SECTION 9(1)(n)(iii) OF THE TRADE-MARKS ACT

REQUEST FOR PUBLIC NOTICE  
OF AN OFFICIAL MARK  
ADOPTED AND USED IN CANADA BY  
A PUBLIC AUTHORITY

The undersigned, on behalf of her Majesty the Queen in Right of Canada, as represented by the Minister of Industry, the full post office address of whose principal office or place of business is R.H.Coats Building, Tunney's Pasture, Ottawa, Canada, K1A 0T6, hereby requests that the Registrar give public notice, in accordance with the provisions of Section 9(1)(n)(iii) of the *Trade-marks Act*, of the adoption and use of the official mark identified below.

The official mark is shown in the attached drawing. (Four copies are attached hereto.)

The official mark has been adopted and used by the applicant in association with wares and services relating to the 1996 Census of Population and 1996 Census of Agriculture.

Executed at Ottawa, Canada, this            day of            , 1995.

Minister of Industry

per: 

Bruce Petrie, Assistant Chief Statistician  
Social, Institutions and Labour Statistics Field





Marques de commerce

Ottawa Hull K1A 0K9

Trade-marks

DEPARTMENT OF JUSTICE CANADA  
LEGAL SERVICES  
STATISTICS CANADA  
BROOKE CLAXTON BLDG.  
POSTAL LOCATOR: 0902A  
OTTAWA, ONTARIO  
K1A 0K9

January 31, 1996  
Votre référence Your File

Notre référence Our File  
907,767

Dear Sir/Madam:

Enclosed is a Certificate of Authenticity. Public notice has been given pursuant to Section 9 of the Trade-marks Act, of the adoption and use by HER MAJESTY THE QUEEN IN RIGHT OF CANADA, AS REPRESENTED BY THE MINISTER OF INDUSTRY, of the mark set out therein.

The particulars have been published in the Trade-marks Journal of January 31, 1996 volume 43, no. 2153.

Yours truly,

Benoit Plouffe  
Editorial Clerk  
Trade-marks Journal Section

:gg\sec9jan.26



Industry Canada

Industrie Canada

Trade-marks

Marques de commerce

**CERTIFICATE  
OF AUTHENTICITY**

**CERTIFICAT  
D'AUTHENTICITÉ**

It is certified that the annexed is a copy of the Notice published in the Trade-marks Journal under Section 9 of the Trade-marks Act.

Il est certifié que le texte ci-joint est une copie de l'avis selon l'article 9 de la Loi sur les marques de commerce publié dans le Journal des marques de commerce.

JAN 31 1996

Date

Registrar of Trade-marks  
Le registraire des marques de commerce





The Registrar hereby give public notice under Section 9(1)(n)(iii) of the Trade-marks Act, of the adoption and use by Her Majesty the Queen in Right of Canada, as represented by the Minister of Industry of the mark shown above, as an official mark for wares and services.

## **Challenges and Issues**

### **1.0 Background**

One of the main functions of the Census Communications Project is to anticipate and plan for controversy either in the media or in the House of Commons. This controversy may be initiated by the media, Members of Parliament or the general public but in all cases, it has the potential to jeopardize the success of the Census.

The following sources were used to obtain and monitor issues during the 1996 Census:

1. The department news coverage on ICN.
2. Media monitoring contract with Bowdens Media Services for census related articles.
3. Regional offices - information from field staff and ongoing media monitoring.
4. Correspondence to the Minister and Chief Statistician related to the Census.
5. Review of 1991 Census news coverage.
6. Monitoring the level of support received from governments, corporations and associations.
7. Canadian issues sites on the Internet.
8. Input from the other Census projects and from Census management.
9. Monitoring the efforts of lobby groups (unpaid work and same-sex couples).
10. Privy Council Office requests to the Communications Division.

## 1.1 Challenges

We went into the 1996 Census collection period expecting to encounter greater difficulty than ever before in convincing people to accurately complete and promptly return their Census forms. We felt that even with a more positive political environment than that of

1991, federal program cuts could generate questions concerning the wisdom of conducting a Census when money might be otherwise spent on supporting social programs and other government services. Such was not the case. There was overwhelming public support for Census information to inform decision-making by both governments and the private sector, and to help individual Canadians to understand the social and economic changes occurring throughout their country. In fact, our mail response rates increased from 1991 and we had the vast majority of forms were in our hands within ten days of the Census.

The following were identified as our primary challenges and issues going into the 1996 Census.

### a) Privacy

We expected privacy to be the major issue for the 1996 Census and to have a significant impact on collection efforts. This was due to the inclusion of such questions as income, ethnicity and education on the 2B long form and increasing concerns over individual rights.

A 1993 survey, *Privacy Revealed*, found that 92% of respondents expressed at least moderate levels of concern about privacy and 52% expressed extreme concern. This was similar to the percentage of people concerned about unemployment (56%) and the environment (52%). Most people (60%) indicated that they had less personal privacy today than they did 10 years ago. As well, there was evidence that privacy concerns tended to be higher among the least educated and seniors.

We were also concerned that the local enumerator issue would again be a problem in 1996 as in previous censuses. A message on the envelopes informed people that their completed questionnaires would be reviewed by their census representative. As a result, many more forms were "direct mailed" than in past censuses. Respondents in rural areas and in smaller towns and cities were more likely to be concerned and expressed their concern in letters and to census staff since census representatives were often neighbours or acquaintances. Guarantees

that all census staff take an oath of secrecy and can be fined, jailed, or both, for breaking their oaths were often not enough to convince respondents that their privacy was protected.

**b) Confidentiality**

With the advances of computer technology, concerns about confidential information falling into the wrong hands have multiplied as increasingly vast amounts of personal information are being stored electronically. These concerns had been augmented in the year before the census by media articles on linking of databases and the selling of private files and aggregate information. In addition, there were some articles on selling data and a corresponding concern seen in letters to the editor and to the Minister and Chief Statistician about selling personal data in the period around Census day.

**c) Challenges to the authority of the Statistics Act**

There were a small number of successful legal challenges to the 1991 Census. In addition, the Privacy Commissioner received 33 complaints on various aspects of collection procedures, including the use of local census representatives, and on the income, fertility and religion questions (these questions will not be included in 1996).

In 1996, we drew attention for the first time to the fact that people had to fill in their Census forms because it was the law. In past Censuses, we emphasized that the Census was a civic responsibility of benefit to all Canadians and only explicitly specified the legal requirement in dealing with delinquent respondents. Our change in strategy was based on the advice of focus groups, who told us that they wanted to know up-front about the legal requirements. We included that information in my message on the front of the questionnaire and in all the public relations materials. Although we received a few complaints about "threats", overall, this message seemed to have a positive effect on our high response rates.

**d) Increased diversity of the population**

During the 1991 Census, the mail response rates were significantly lower in the large urban centres than for other areas of the country and follow-up took longer and was less successful. This was particularly true for Toronto, Vancouver and

Montréal, where many immigrants and non-permanent residents have made their homes. In the five years since the 1991 Census, there had been significant growth in the numbers of non-English, non-French immigrants.

During the 1991 Census, we encountered difficulty and delays in completing the Census in some areas in and around Metropolitan Toronto. Since we expected that similar difficulties might extend to other large urban centres in 1996, we looked at new approaches to taking the Census in areas where substantial numbers of people lack language and literacy skills and are often distrustful of government. One of the most successful such initiatives entailed having Census Representatives, hired from the community and speaking the dominant language of that community, completing Census forms at the door whenever they found the householder or other responsible person at home. This meant that these areas were covered more quickly and economically and, we expect, will have much better data quality. Communications provided collection staff with a variety of multi-language materials to assist them in determining language requirements of respondents who did not speak or understand English or French.

**e) Federal program cuts**

Many Federal program cuts were expected in 1995/96 and in 1996/97. Such cuts could generate questions concerning the costs and wisdom of conducting a census when money might be better spent on supporting social programs and other government services. We also felt that such program cuts could also directly or indirectly influence how the private and public sectors responded to our supporter program - for example, directly through elimination of federal programs on which we have piggybacked in the past and indirectly through other levels of government, businesses and non-profit organizations if they refuse assistance out of resentment over program reductions.

**f) Lobby efforts to have new questions added to the census**

Consultation submissions were received from a variety of "lobby and special interest" groups between 1992 and 1994. It became apparent over time that, even if the questions are on the census, they probably would not be in the form expected and, as a result, the groups might decide to protest the census in any variety of ways, including promoting specific answers to certain questions which

could bias the data and in further letter writing campaigns. The unpaid work groups wanted Statistics Canada to organize workshops to "teach" women how to answer the question on household activities. Although some media coverage has been obtained, media attention overall has been limited.

**g) Participation of Indian Bands**

In 1996, we were aware that the political situation between the government and Aboriginals was not conducive to the full participation of all Indian bands. Nationhood and land rights occupied many Aboriginals during the fall of 1995 and the spring of 1996.

In 1991, the number of bands participating increased by 46 compared to 1986. Part of the interest in participating in 1991 was based on the promise of a post-census survey of Aboriginal Peoples which would provide much needed health and social information among other data for reserves. The 1996 Census, due to careful planning, consultation and the hiring of almost 900 Aboriginal field staff, retained the 1991 level of participation, even though funding levels did not permit a repeat of the 1991 Aboriginal Peoples Survey.

**h) Environmental concerns**

Respondents appeared to be less concerned with environmental issues than in the past. However, Statistics Canada's practice of dropping a double questionnaire package at those households where the Census Representative is unable to make contact and determine official language preference, resulted in cost and environmental related complaints on the size of the packages.

**i) Employees hired under the Statistics Act**

In past censuses, employees hired under the Statistics Act rather than the Public Service Employment Act were often referred by Members of Parliament. Again, in the 1996 Census, we had some difficulties with the recruitment and testing of individuals for Census Commissioner and Census Representative positions. We received a number of letters from Members of Parliament, there were questions in the House and the Quebec media picked up the story. Questions and answers were distributed to regional offices as soon as the story broke which helped to limit the life of the story to a couple of days.

**j) Specific questions**

It was expected that the question on the visible minority population and unpaid work would create the most interest among the media, Members of Parliament and the general public. Although unpaid work received surprisingly little media attention, the visible minority question received media coverage from August 1995 to May 1996. Regional offices and subject matter were provided with questions and answers. The media eventually gave up trying to interest Statistics Canada in interviews because we were careful not to be drawn into situations that we couldn't "win" and we were consistent with our responses. There was no winging it.

**k) Revenue Canada**

Since the peak Census workload coincides with the low point in the Revenue Canada Taxation processing cycle, it is efficient and economical for Statistics Canada to use their existing space, computer equipment and staff for the Census. This arrangement, which has been used in every Census since 1981, results in a reduced overall Census cost, improved use of government facilities and ongoing use of a trained workforce. However, this information is not generally well known since we believe that some respondents may believe that this use of Revenue Canada facilities would also result in a sharing of data. The Revenue Canada staff were provided with regional contacts in case of media interest.

**l) Homeless**

There was limited interest in the enumeration of the homeless. Consequently it did not create problems except on Census morning when the CBC crew wanted to film a homeless person being enumerated in Stanley Park and couldn't find anyone who looked appropriate.

**m) Safety of field staff**

Every Census employee was provided with a safety brochure which was prepared with the assistance of police and other safety professionals and which outlined basic personal safety precautions that each person was expected to follow.

Personal security for Census Representatives is covered during drop-off training sessions by the Census Commissioners. Census Representatives receive safety advice on travelling alone, how to identify potentially dangerous areas and what to do if confronted.

Staff working in designated problem areas receive additional training from local police and social and health-care professionals on alcohol and drug problems and mental health issues common to the community.

Additional information on field staff safety is contained in Appendix 1.

## **1.2 Census of Agriculture**

There is some limited resistance to the Census of Agriculture because of the time required to complete the questionnaire and the nature of some of the questions. Nevertheless, the majority of farm operators recognize the importance of the data and cooperate fully (98.0% responded in 1991). The Census of Agriculture also competes with a variety of other agricultural surveys as well as lack of time on the part of agricultural operators due to seasonal operational activities.

### **a) Lobby groups**

Consultations with various interest groups between 1992 and 1994 suggested that there would be concerns about some of the questions. These concerns are not expected to impact on response rates but could increase time needed for follow-up. Specifically, farm operators continue to be concerned about the questions dealing with land management and their use of natural and chemical fertilizers and pesticides. How this information will be used in developing environmental regulations and in re-zoning decisions is of major concern. Farm women will continue to lobby for equality in all aspects of farm management. Questions will also be raised about the number of surveys from various organizations in the field collecting agricultural data.

### **b) Date of the Census**

The May date of the census raised much annoyance among farm operators since it occurred in the middle of planting season. The willingness to complete the census questionnaires was correlated to weather and field conditions.

### 1.3 Tools

The following tools were used to keep staff informed about controversial articles and to contain negative coverage:

**a) Questions and Answers**

This binder was distributed to 200 staff in Ottawa and the regional offices. It contained the "official line" on 33 different issues and ensured that the media would receive the same message in each and every Statistics Canada office.

**b) Media Training**

Subject matter staff, new communications staff and census field staff received media training that included information on how to keep control of the interview. Staff already been trained received refresher training. This training both built confidence as well as provided people with a very healthy respect for the media.

**c) Communications materials**

Communications materials (backgrounders, bulletins, newsletters and fact sheets) emphasized that the confidentiality of census information was protected by the Statistics Act. Readers were informed that a Census questionnaire is seen only by those who have been sworn to secrecy under the Statistics Act and who actually need to see it. This represents a very limited number of employees. Absolutely no one except authorized Statistics Canada staff, not even the courts, has access to individual questionnaires or information that would permit identification of any individual or family.

The message that information collected by the Census is needed and is used only for statistical purposes was also conveyed in materials.

**d) House Cards**

In August 1995, the 12 top issues were identified and House Cards prepared for the Minister.

The topics covered included:

- why a census in a period of fiscal restraint
- why a question on unpaid work

- what is Statistics Canada doing to ensure all Aboriginal People are counted
- how is the content of the Census determined
- confidentiality of personal information
- is Canadian included as an ethnic group
- why a Census every five years
- will the Census collect information on gay and lesbian unions
- what is the legal authority for the Census
- will Statistics Canada prosecute Aboriginal People who do not complete the Census
- will Statistics Canada prosecute people who do not complete the race question
- how much does the 1996 Census cost

Additional House Cards were also prepared on:

- a variety of questions concerning testing and recruitment of field staff
- the race question
- the Census of Agriculture
- safety training for field staff
- prosecutions
- local enumerator situation
- local field situations

**e) Briefing Notes**

Briefing notes were prepared on the visible minority question, unpaid work and field staff safety and for specific field situations during the Census clean-up period.

**f) Census media coverage**

Media monitoring by Internal Communications staff and regional office staff ensured that senior census staff were made rapidly aware of any negative media coverage. This provided the opportunity to respond quickly either through a letter to the editor or with the offer of an interview.

**g) Editorial article**

An editorial article prepared by Dr. Fellegi provided Statistics Canada to tell its side of the "visible minority" question. That is, why the question is on the census and why the specific response categories were used. The editorial also outlined the important uses of the data.

**h) Letters to the Editor**

The Census made use of the response to media program and sent a number of letters to national Dailies as well as such magazines as Maclean.

## **1.4 Recommendations**

- The House cards should be prepared in advance for identified issues.
- Census Communications should continue to monitor Census articles in weekly and community papers as well as in Dailies since local coverage often contains quite different issues than national media.
- Questions and answers related to “issues” should be prepared in advance to ensure that they are in staff hands prior to an issue being raised in the media.
- Regional field staff input is a valued addition to media monitoring and should be built into the system.



## APPENDIX/APPENDICE 1

### Briefing Note Safety of Field Staff

#### 1.0 Background

Every Census employee is provided with a safety brochure which was prepared with the assistance of police and other safety professionals and outlines basic personal safety precautions that each person is expected to follow.

Personal security for Census Representative is covered during the drop-off training sessions by the Census Commissioners. Census Representatives receive safety advice on travelling alone, how to identify potentially dangerous areas and what to do if confronted.

Staff working in designated problem areas receive additional training from local police and social and health-care professionals on alcohol and drug problems and mental health issues common to community. Where necessary, staff work with "buddies" and do canvassing only during day-light hours. All staff are continually reminded to use common sense and, if in doubt as to their personal safety, to leave the area as quickly as possible.

#### 2.0 Training

##### 2.1 Protection of field staff under normal working conditions

1. Distribution of Form 28I, *Safety*, to Census Commissioners (CCs) and Census Representatives (CRs).
2. Police brought into Census Area Manager (CAM) training to brief staff on safety in general and on women travelling alone.
3. CAMs and CCS discuss safety and refer to brochure at induction and training of their staff.
4. Senior management emphasize the importance of safety precautions when talking to CRs (Atlantic Region).
5. Reminder in the March and April issues of the Internal Newsletters about safety precautions and the need to review the safety brochure (Pacific Region).
6. CAMs consult with local police to identify potentially dangerous areas.
7. CAMs and CCs develop profiles listing access and safety considerations of apartment and rooming houses during area familiarization. Profiles are given to CRs (Pacific Region).

8. Contact with local RCMP and municipal police departments to brief them on Census field activity.
9. Request that RCMP and municipal police departments put out a bulletin alerting all officers that census workers are out on the streets (Pacific Region).
10. Show the LFS interviewer video on how to guard against dog bites (Atlantic Region).
11. Create general awareness in the public that census workers are in their neighbourhood.

## **2.2 Form 28 I Safety**

This form provides concrete points of what CRs and CCS should do to ensure their personal safety in the following areas:

- Starting out
- Making your car safe
- Driving
- Parking
- Using public transportation
- Walking
- Visiting apartment buildings
- At the door
- Using emotional self-defense
- If you are confronted
- When staying overnight
- Miscellaneous

## **2.3 Protection of field staff in dangerous areas**

### **Urban Canvasser Areas**

1. Canvassers work in pairs.
2. Specialized training with people community programs such as Police, outreach workers, needle exchanges, residents associations, etc. (Pacific Region).
3. Canvassers are hired from the area so that they are familiar with the types of situations and challenges faced in the area.

4. Thorough community liaison with all community groups (Pacific Region).
5. Posters, newsletter articles and other specialized notices advising of enumeration (Pacific Region).

**Other Areas**

1. Arrangements for high secure CC office locations with such safety procedures that female census workers are never alone in the office
2. Other considerations depending on the problem:
  - Crs only work in daylight hours
  - Crs provide CCS with an itinerary prior on starting field work (each time)
  - Police training at the CR level
  - Enumerating in pairs in designated areas.



## Awareness Surveys

### 1.0 Introduction

Public awareness is measured at various times in the census cycle to determine if it is increasing as Census Day approaches, public relations materials are distributed to the public and the media picks up the story. Awareness also provides a measure of the impact of the promotional activities and media. Do people remember the message that they read or heard? However, because the majority of materials through supporters and the media are available only in the six weeks prior to the census, we do not expect awareness to show much upward change before that point.

Thus, it is difficult to use awareness to "fix" problems. With awareness, we can identify areas where people are less aware than expected but because of time constraints, it is not possible to change the campaign. Rather, we heavy up on the next phase, in our case, paid advertising.

In preparation for the 1986 Census, a national polling company included census awareness questions on two waves of its regular omnibus survey. The surveys were conducted between January and June 1986 to measure the level of awareness generated by the public communications campaign. Although some numbers were obtained, they were not all that useful because the sample size of 1000 respondents meant results were available only at the national level.

In 1991, it was decided to go with regional surveys/samples. However, when costs were totalled, the price was over \$300,000. As a result, no awareness surveys were conducted in 1991.

For the 1996 Census, the Labour Force Survey and the Survey Skills Development Course staff were asked to include census awareness questions on their surveys. Both agreed. The same question wording was used by both surveys for consistency and to measure the build-up of awareness at the national, provincial and large CMA level from the LFS and at the community level from the SSDC.

## 1.1 Labour Force Survey

One question was developed by the Labour Force Survey staff as well as a training manual for staff which included the background and questions and answers (Appendix 1). The census awareness question that appeared on the three waves in February 1995, September 1995 and April 1996 was:

*Do you know when the next Census of Canada will be?* (Do not read the answer categories)

Yes, on May 14, 1996

No

Yes, any day in May or June 1996

Yes, any day/month in 1996 (excluding May and June)

Yes, any other date falling outside of 1996

Don't know

Refuse

**Question 1:** Yes, May 14, 1996

	February 1995		September 1995		April 1996	
	Number	Percent	Number	Percent	Number	Percent
Newfoundland	2	3.6	5	6.8	144	5.8
Prince Edward Island	5	8.9	5	6.8	101	4.1
Nova Scotia	5	8.9	3	4.0	181	7.3
New Brunswick	4	7.1	2	2.7	300	12.1
Quebec	10	17.9	17	22.9	268	10.8
Ontario	13	23.3	18	24.3	602	24.2
Manitoba	3	5.4	7	9.5	255	10.2
Saskatchewan	5	8.9	8	10.8	243	9.8
Alberta	4	7.1	4	5.4	168	6.8
British Columbia	5	8.9	5	6.8	221	8.9
Total	56 (16,882)	100.0	74 (18,488)	100.0	2,483 (16,128)	100.0

**a) Wave 1 - February 1995 (Appendix 2)**

February was chosen because there were no materials related to the 1996 Census in the public domain at that time. In addition, the last release from the 1991 Census had taken place in June 1993, far enough away so as to not influence the results. The results from February established the benchmark position.

There were 56 people or .3% of the respondents who knew that the next census would be taken on May 14, 1996. A further 1.84% knew that the census would be in May or June 1996 and 2.15% thought there would be a census sometime in 1996 but not in either May or June.

The majority of respondents (80.4%) who knew the correct date of the census were male. Older respondents were also more likely to know the correct date, 64.3% over age 45. Slightly more than 40% of respondents who knew the correct date lived in either Quebec or Ontario.

**b) Wave 2 - September 1995 (Appendix 3)**

September was chosen because the 1996 questions had been gazetted in August and we expected to see some increase in the level of awareness due to media coverage.

There were 74 people or 0.44% of respondents who knew that the next census would be held on May 14, 1996. A further 2.9% (502) people knew that the census was some day in May or June 1996, up from 1.84% in September and 3.34% (584 respondents) thought there would be a census in 1996 but not in either May or June.

Contrary to the February results, females rather than males were more likely to know the date of the next census in the September wave (66.2%). As well September respondents who knew the correct date were younger with 52.7% under 44 years compared to 35.8% in February.

**c) Wave 3 - April 1996 (Appendix 4)**

April was chosen because April 1 was the start date for the big push on distribution of materials through Statistics Canada offices and supporters and the start of the media relations blitz.

In April 1996, 15.4% or 2483 respondents knew that the Census was May 14. A further 16.2% knew that the Census was either in May or June 1996. The majority of respondents who knew the exact date for the Census were between 26 and 54 years (73.1%).

**April 1996: Awareness that Census Day is May 14 or sometime in May or June by Region:**

	LFS Sample	May 14		May or June		Total	
	Total #	#	%	#	%	#	%
Nfld	576	144	25	107	18	251	43
PEI	435	101	23	74	17	175	40
NS	1056	181	17	192	18	373	35
NB	999	300	30	160	16	460	46
Quebec	3267	268	8	311	10	579	18
Ontario	4921	602	12	790	16	1392	28
Manitoba	1158	255	22	276	24	531	46
Saskatchewan	1030	243	24	183	18	428	42
Alberta	1210	168	14	239	20	407	34
BC	1476	221	15	285	19	506	34
Total	16,128	2483	15.4	2617	16.2	5100	31.6

## 1.2 Survey Skills Development Course (SSDC)

The Survey Skills Development Course asked the census awareness questions four times between September 1995 and July 1996. In each wave there was a steady progression towards more awareness (Appendix 5).

As part of the development of the questionnaire for the survey, Census Communications gave a brief presentation on why the question was on the SSCD, what we hoped to find out and why that question.

**a) Wave 1: September 1995 - Guelph**

In September 1995, one person knew the Census would be on May 14, 1996 and 9 knew that it would be in May or June 1996.

**b) Wave 2: December 1995 - Kingston**

In December 1995, no one could name the correct date for the upcoming census. However 11 respondents knew that it would be sometime in May or June 1996.

**c) Wave 3: February 1996 - Ottawa East**

In February 1996, 7 respondents knew the exact date for the Census while 33 knew that it was sometime in May or June 1996.

**d) Wave 4: April 1996 - Durham**

In April, 22 respondents knew the correct date for the Census while 51 knew that it would occur in May or June 1996.

	Yes, May 14		Yes, May or June		Yes, in 1996	
	#	%	#	%	#	%
September 1995 Guelph (381)	1	.26	9	2.4	7	1.8
December 1995 Kingston (358)	0	0	11	3.1	15	4.2
February 1996 Ottawa East (332)	7	2.1	33	9.9	36	10.8
April 1996 Durham (403)	22	5.5	51	12.7	33	8.2

### **1.3 Recommendations**

- That we continue to use the Labour Force Survey and the Survey Skills Development Course to monitor public awareness. However, we should limit the waves to benchmarking, after the release of the questions and just before census day when all of the materials are being released.
- Should continue to participate in the SSCD course.



# Census Awareness Survey

## Information Manual

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Statistics  
Canada

Statistique  
Canada

Canada

## Census Awareness Survey - Overview

The Census Awareness Survey is a supplement to the February 1995 Labour Force Survey. It is being conducted by the Special Surveys Division in order to provide Census Communications with information about household awareness of the Census of Population. The data obtained will provide information which will help measure the level of knowledge of when the next Census of population will take place and it will assist with the promotion of the 1996 Census.

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This survey will be conducted during the week of February 20 to the 25, 1995. The supplement will be administered to two rotation groups (1 and 6) of the Labour Force frame. Data is being collected using Computer Assisted Interviewing. Data will be available in March.

## Questions and Answers

1. Why are you collecting information about census awareness?

The data from this survey will provide the information that is needed to identify the best way to promote the 1996 Census of population by enabling census advertising to be geared towards areas where there is very little awareness of the Census.

2. What is the Census of Population?

The census is a complete inventory of Canada's population and dwellings conducted every five years.

## Survey Questions

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CENSUS-I1      NOW I WOULD LIKE TO ASK YOU A QUESTION ABOUT THE CENSUS. THIS WILL HELP US TO BETTER PROMOTE THE CENSUS. YOUR PARTICIPATION IN THIS PORTION OF THE INTERVIEW IS VOLUNTARY.

Interviewer:      Press any key to continue

---

CENSUS-Q1      DO YOU KNOW WHEN THE NEXT CENSUS OF CANADA WILL BE?

Interviewer:      Do not read the answer categories

- |   |   |   |           |
|---|---|---|-----------|
| 1 | Yes, on May 14, 1996                                | → | CENSUS I2 |
| 2 | No  | → | CENSUS I2 |
| 3 | Yes, any day in May or June 1996                    | → | CENSUS I2 |
| 4 | Yes, any day/month in 1996 (excluding May and June) | → | CENSUS I2 |
| 5 | Yes, any other date falling outside of 1996         | → | CENSUS I2 |
| 8 | Don't Know  | → | CENSUS I2 |
| 9 | Refuse  | → | CENSUS I2 |
- 

CENSUS-I2      THANK YOU

Interviewer:      Press any key to continue

---

CENSUS-Q2      Highlight the name of the person who provided the information for the interview just completed and press <ENTER>  
End

---

## Contact for further information

Gabrielle Zboril  
Special Surveys Division  
Statistics Canada  
Jean Talon Building  
5th Floor, Section A5  
Tunney's Pasture  
Ottawa, Ontario  
K1A 0T6



# L'enquête sur la sensibilisation au recensement

## Manuel d'information

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Statistics  
Canada

Statistique  
Canada

Canada

## **L'enquête sur la sensibilisation au recensement - Aperçu**

L'Enquête sur la sensibilisation au recensement est un supplément de l'Enquête sur la population active de février 1995. Elle est menée par la Division des enquêtes spéciales afin de renseigner les Communications du recensement sur le degré de sensibilisation des ménages face au Recensement de la population. Les renseignements recueillis permettront de savoir dans quelle mesure la date du prochain Recensement de la population est connue et contribueront aux efforts de promotion du recensement de 1996.

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Cette enquête supplémentaire sera réalisée durant la semaine du 20 au 25 février 1995. Les questions seront posées à deux groupes de renouvellement (1 et 6) de la base de sondage de l'Enquête sur la population active. La collecte des données fera appel à l'interview assistée par ordinateur. Les données seront disponibles en mars.

## **Questions et réponses**

1. Pourquoi ces questions sur la sensibilisation au recensement?

Nous avons besoin des renseignements recueillis par cette enquête pour déterminer les meilleurs moyens de promouvoir le Recensement de la population de 1996 et pour cibler la publicité du recensement de manière à rejoindre ceux qui connaissent mal le recensement.

2. Qu'est-ce que le Recensement de la population?

Le recensement est un inventaire complet de la population et des logements du Canada effectué tous les cinq ans.

## Questions de l'enquête

CENSUS-I1    MAINTENANT JE VEUX VOUS POSER UNE QUESTION AU SUJET DE RECENSEMENT. CETTE INFORMATION NOUS AIDERA À AMÉLIORER LA PLANIFICATION POUR PROMOUVOIR LE RECENSEMENT. VOTRE PARTICIPATION À CETTE PARTIE DE L'INTERVIEW EST VOLONTAIRE.

À l'intervieweur: appuyez sur une clef pour continuer

CENSUS-Q1    CONNAISSEZ-VOUS LA DATE DU PROCHAIN RECENSEMENT DU CANADA?

À l'intervieweur: Ne lisez pas les réponses

- |   |  |   |           |
|---|--|---|-----------|
| 1 | Oui, le 14 Mai, 1996   | → | CENSUS I2 |
| 2 | Non  | → | CENSUS I2 |
| 3 | Oui, n'importe quel jour en Mai ou Juin 1996                 | → | CENSUS I2 |
| 4 | Oui, n'importe quel jour/mois en 1996 (excluant Mai ou Juin) | → | CENSUS I2 |
| 5 | Oui, n'importe quelle date à l'extérieur de 1996             | → | CENSUS I2 |
| 8 | Refus  | → | CENSUS I2 |
| 9 | Ne sait pas  | → | CENSUS I2 |

CENSUS-I2    JE VOUS REMERCIE

À l'intervieweur: appuyez sur une clef pour continuer

CENSUS-Q2    Soulignez le nom de la personne qui vous avez fournie l'information pour cette interview et ensuite, appuyez sur <ENTER>. Terminez

## Point de contact pour renseignements supplémentaires

Gabrielle Zboril  
Division des enquêtes spéciales  
Statistique Canada  
Édifice Jean Talon  
Sième étage, Section A5  
Parc Tunney  
Ottawa, Ontario  
K1A 0T6

**CAS February raw counts**

	Total HH
CAS Records	22,188
LFS tabs	18,795
Matched to LFS	18,488
Have CAS,missing LFS *	3,700
Have CAS,missing LFS tabs**	307

\* due to difference between LFS response and LFS tabs files

\*\* due to temporary docket numbers

**Final Status Code of CAS**

	Count	%
000 CAS Complete	17,989	97.30%
001 LFS:Labour component completed for some (not all) HH members	17	0.09%
030 LFS Refused	1	0.01%
032 LFS:Interview prevented by unusual circumstances	3	0.02%
034 LFS:No one home	156	0.84%
039 LFS:HH temporarily absent	146	0.79%
104 LFS:attempt to interview again, letter sent	45	0.24%
112 LFS:Do not interview unless complete change in membership	11	0.06%
113 LFS:case retained at RO	1	0.01%
122 LFS:Refusal, Case retained at RO	1	0.01%
888 CAS Refused	118	0.64%
TOTAL	18,488	100.00%

**Response to Q1**

	Count	%
Q1=1 Yes, on May 14, 1996	56	0.30%
Q1=2 No	16,171	87.47%
Q1=3 Yes, any day in May or June 1996	341	1.84%
Q1=4 Yes, any day/month in 1996 (excluding May or June)	398	2.15%
Q1=5 Yes, any other day falling outside of 1996	627	3.39%
Q1=8 Refusal	32	0.17%
Q1=9 Don't Know	9	0.05%
Q1=99 BLANK	854	4.62%
TOTAL	18,488	100.00%
Q1=1,3,4 Any knowledge that Census would be in 1996	795	4.30%

Note: No and Don't Know are essentially the same response

## Question1=Yes, May 14, 1996

Province	Count	%
0 Nfld	2	3.6%
1 PEI	5	8.9%
2 NS	5	8.9%
3 NB	4	7.1%
4 Quebec	10	17.9%
5 Ont	13	23.2%
6 Man	3	5.4%
7 Sask	5	8.9%
8 Alta	4	7.1%
9 BC	5	8.9%
TOTAL	<u>56</u>	100.0%

## Sex

1 Male	45	80.4%
2 Female	11	19.6%
	<u>56</u>	100.0%

Age Group	Count	%
1 15-16	1	1.8%
2 17-19	1	1.8%
3 20-24	2	3.6%
4 25-34	7	12.5%
5 35-44	9	16.1%
6 45-54	13	23.2%
7 55-64	8	14.3%
8 65+	15	26.8%
	<u>56</u>	100.0%

07/11/95

## CAS - Raw counts September 1995

	Total HH
CAS Records	19,333
LFS tabs	16,065
Matched to LFS	16,882
Have CAS,missing LFS *	3,025
Have CAS,missing LFS tabs**	83

\* due to difference between LFS response and LFS tabs files (out of scope households are excluded)

\*\* due to temporary docket numbers

## Final Status Code of CAS \*

	Count	%
000 CAS Complete	16,548	98.02%
001 LFS:Labour component completed for some (not all) HH members	12	0.07%
030 LFS Refused	7	0.04%
032 LFS:Interview prevented by unusual circumstances	0	0.00%
034 LFS:No one home	87	0.52%
036 LFS:HH temporarily absent	89	0.53%
104 LFS:attempt to interview again, letter sent	8	0.05%
112 LFS:Do not interview unless complete change in membership	2	0.01%
113 LFS:Case retained at RO	1	0.01%
124 LFS:Interview cancelled - sample overlap	1	0.01%
888 CAS Refused	127	0.75%
TOTAL	16,882	100.00%

\* Based on in scope households

## Response to Q1

	Count	%
Q1=1 Yes, on May 14, 1996	74	0.44%
Q1=2 No	14,558	86.23%
Q1=3 Yes, any day in May or June 1996	502	2.97%
Q1=4 Yes, any day/month in 1996 (excluding May or June)	564	3.34%
Q1=5 Yes, any other day falling outside of 1996	433	2.56%
Q1=8 Refusal	701	4.15%
Q1=9 Don't Know	28	0.17%
Q1=88 BLANK	22	0.13%
TOTAL	16,882	100.00%
Q1=1,3,4 Any knowledge that Census would be in 1996	1140	6.75%

Note: No and Don't Know are essentially the same response

**Question1=1 Yes, May 14, 1996**

Province	Count	%
0 Nfld	5	6.76%
1 PEI	5	6.76%
2 NS	3	4.05%
3 NB	2	2.70%
4 Quebec	17	22.67%
5 Ont	18	24.32%
6 Man	7	9.46%
7 Sask	8	10.81%
8 Alta	4	5.41%
9 BC	5	6.76%
<b>TOTAL</b>	<b>74</b>	<b>100.00%</b>

Sex	Count	%
1 Male	25	33.78%
2 Female	49	66.22%
	<b>74</b>	<b>100.00%</b>

Age Group	Count	%
1 15-16	0	0.00%
2 17-19	0	0.00%
3 20-24	1	1.35%
4 25-34	18	24.32%
5 35-44	20	27.03%
6 45-54	18	21.62%
7 55-64	5	6.76%
8 65+	14	18.92%
	<b>74</b>	<b>100.00%</b>

## CAS - Raw counts April 1996

	Total HH
CAS Records	19,844
LFS tabs	16,244
Matched to LFS	16,128
Have CAS,missing LFS *	3,227
Have CAS,missing LFS tabs**	116

\* due to difference between LFS response and LFS tabs files (out of scope households are excluded)

\*\* due to temporary docket numbers

## Final Status Code of CAS \*

	Count	%
000 CAS Complete	15,738	97.57%
001 LFS:Labour component completed for some (not all) HH members	16	0.10%
017 LFS:Dwelling occupied by persons not to be interviewed	3	0.02%
024 LFS: Dwelling vacant	9	0.06%
030 LFS Refused	7	0.04%
032 LFS:interview prevented by unusual circumstances	1	0.01%
034 LFS:No one home	135	0.84%
039 LFS:HH temporarily absent	95	0.59%
104 LFS:attempt to interview again, letter sent	32	0.20%
112 LFS:Do not interview unless complete change in membership	8	0.05%
113 LFS:Case retained at RO	0	0.00%
124 LFS:interview cancelled - sample overlap	0	0.00%
888 CAS Refused	86	0.53%
TOTAL	16,128	100.00%

\* Based on in scope households

## Response to Q1

	Count	%
Q1=1 Yes, on May 14, 1996	2483	15.40%
Q1=2 No	9,600	59.52%
Q1=3 Yes, any day in May or June 1996	2617	16.23%
Q1=4 Yes, any day/month in 1996 (excluding May or June)	300	1.88%
Q1=5 Yes, any other day falling outside of 1996	122	0.76%
Q1=8 Refusal	29	0.18%
Q1=9 Don't Know	22	0.14%
Q1=99 BLANK	955	5.92%
TOTAL	16,128	100.00%

Q1=1,3,4 Any knowledge that Census would be in 1996 5400 33.48%

Note: No and Don't Know are essentially the same response

Question1=1 Yes, May 14, 1996

Province	Count	%
0 Nfld	144	5.80%
1 PEI	101	4.07%
2 NS	181	7.29%
3 NB	300	12.08%
4 Quebec	288	10.76%
5 Ont	602	24.24%
6 Man	255	10.27%
7 Sask	243	9.79%
8 Alta	188	6.77%
9 BC	221	8.90%
<b>TOTAL</b>	<b>2483</b>	<b>100.00%</b>

CMA	Count	%
Montreal	33	1.33%
Toronto	110	4.43%
Vancouver	89	3.58%
Other	2251	90.66%
	<b>2483</b>	<b>100.00%</b>

Breakdown by province for entire population

Province	Count	%
0 Nfld	676	3.67%
1 PEI	435	2.70%
2 NS	1,056	6.55%
3 NB	999	6.19%
4 Quebec	3,267	20.26%
5 Ont	4,921	30.51%
6 Man	1,168	7.18%
7 Sask	1,030	6.39%
8 Alta	1,210	7.50%
9 BC	1,478	9.15%
TOTAL	16,128	100.00%

CMA	Count	%
Montreal	861	4.10%
Toronto	874	5.42%
Vancouver	540	3.35%
Other	14,053	87.13%
	16,128	100.00%

---

# **CAS - Raw counts April 1996**

Question1=1 Yes, May 14, 1996

Sex	Complete sample		Q1=1		Q1=1 or 3	
	Count	%	Count	%	Count	%
1 Male	4716	35.53%	627	29.94%	1338	31.11%
2 Female	8558	64.47%	1467	70.06%	2963	68.89%
	13,274	100.00%	2,094	100.00%	4,301	100.00%

Age Group	Complete sample		Q1=1		Q1=1 or 3	
	Count	%	Count	%	Count	%
1 15-16	46	0.35%	2	0.10%	2	0.05%
2 17-19	165	1.39%	14	0.67%	23	0.53%
3 20-24	758	5.70%	89	4.25%	154	3.58%
4 25-34	3151	23.74%	404	19.29%	882	20.51%
5 35-44	3639	27.41%	622	29.70%	1272	29.57%
6 45-54	2723	20.51%	505	24.12%	1017	23.65%
7 55-64	1833	13.81%	311	14.85%	642	14.93%
8 65+	941	7.09%	147	7.02%	309	7.18%
	13,274	100.00%	2,094	100.00%	4,301	100.00%

Note: Due to blank fields, these figures do not add up to the total counts for 2 rotation groups  
Of the total number of records (16,128), 2,854 had blank page lines

Question1=1 or 3 Yes, May 14, 1996 or Yes, any day in May or June 1996

Province	Q1=1		Q1=3		Q1=1 and 3	
	Count	%	Count	%	Count	%
0 Nfld	144	5.80%	107	4.09%	251	1.56%
1 PEI	101	4.07%	74	2.83%	175	1.08%
2 NS	181	7.29%	192	7.34%	373	2.31%
3 NB	300	12.08%	190	6.11%	460	2.85%
4 Quebec	288	10.79%	311	11.88%	579	3.59%
5 Ont	602	24.24%	790	30.19%	1,392	8.63%
6 Man	255	10.27%	276	10.55%	531	3.29%
7 Sask	243	9.79%	183	6.99%	428	2.64%
8 Alta	188	6.77%	239	9.13%	407	2.52%
9 BC	221	8.90%	285	10.89%	506	3.14%
TOTAL	2,483	100.00%	2,817	100.00%	5,100	31.82%

**Table 16**  
**Knowledge of the next Census of Canada, Wellington and Dufferin Counties, September 1995**

	Respondents	Geographic Area		
		Guelph <sup>1</sup>	Wellington County	Dufferin County
Respondents	391	158	130	93
Knowledge of Next Census				
Yes, May 14, 1996	1	1	0	0
No	314	128	113	73
Yes, any day in May or June, 1996	9	4	1	4
Yes, any day/month in 1996 (excluding May and June)	7	4	3	0
Yes, any other date falling outside of 1996	13	9	3	1
Don't know	36	12	10	14
Refuse	0	0	0	0
Not stated	1	0	0	1

<sup>1</sup> For the purposes of this survey, Guelph is treated separately.

Table 15: Knowledge of Date of Next Census of Canada

DECEMBER, 1995

	Total Adult Population	Geographical Areas		
		City of Kingston	Kingston Township	Pittsburgh / Ernestown Townships
Total Adult Population	358	170	98	90
Knowledge of next Census				
Yes, May 14, 1996	0	0	0	0
Yes, any day in May or June 199	11	6	4	1
Yes, in 1996(excl. May and June)	15	7	5	3
Yes, any other date outside 199	17	6	8	3
No/Don't know	313	149	81	83
Not stated	2	2	0	0

Table 14

**Knowledge of the next Census of Canada in Ottawa East<sup>1</sup>, February 1996**

	Respondents	Geographic Area		
		North East <sup>2</sup>	Mid East <sup>3</sup>	South East <sup>4</sup>
Respondents	332	94	155	83
Knowledge of Next Census				
Yes, May 14, 1996	7	4	1	2
Yes, any day in May or June 1996	33	6	14	13
Yes, in 1996 (excluding May and June)	36	10	20	6
Yes, any other date falling outside of 1996	20	2	10	8
No/Don't know	232	72	106	54
Not stated	0	0	0	0

<sup>1</sup> The area of Ottawa bordered by the Ottawa River to the north, the city limits to the south and east and the Rideau River to the west.<sup>2</sup> The area within Ottawa East north of the Queensway.<sup>3</sup> The area within Ottawa East between the Queensway and Walkley Road.<sup>4</sup> The area within Ottawa East south of Walkley Road.

## Report 12: Knowledge of the Next Census of Canada in the Southern Durham Region, April 1996

	Total Respondents	Municipality			
		Ajax	Pickering	Whitby	Oshawa
Total Respondents	403	87	96	81	139
Knowledge of the next Census					
Yes, May 14, 1996	22	1	4	4	13
Yes, any day in May or June 1996	51	14	16	12	9
Yes, in 1996(excluding May or June	33	6	11	8	8
Yes, any date falling outside 1996	28	2	13	5	8
No/Don't know	267	62	52	52	101
Not stated	2	2	0	0	0



## Commissions

### 1.0 Introduction

Consultations took place with the Office of the Commissioner of Official languages and the Office of the Privacy Commissioner prior to the 1996 Census at both the federal and provincial levels. The purpose of these consultations was to brief staff at each of the commissions on the Census and how Statistics Canada had implemented new processes to protect language rights and individual privacy.

### 1.1 Office of the Privacy Commissioner:

After the 1991 Census, the Privacy Commissioner received 33 complaints about the Census. In an effort to reduce the number of privacy complaints in 1996, Statistics Canada worked closely with the staff from the Office of the Privacy Commissioner. As a result, the following steps were introduced by Statistics Canada to further protect the personal privacy of our respondents by reducing the intrusiveness that occurs in the data collection process:

- to hire, wherever possible, individuals to carry out the enumeration in a given area who are not likely to be known by the respondents in that area;
- to more clearly explain the role of the Census Representative by printing on the back of the drop-off and mail-back envelopes a message conveying that the census representative will be contacting the respondent if the questionnaire is incomplete or has not been received by Statistics Canada;
- to have Census Representative refer situations when respondents do not wish to have their information viewed by the Census Representative to the Census Commissioner who will offer to take the information. In the cases where respondents still do not wish to provide information, the Census Commissioner will offer them an envelope to mail the form to the Regional Office;
- to further emphasize in the training materials and internal communications vehicles, the confidentiality and privacy aspects related to the carrying out of the census;

- to reduce the number of contacts with respondents by changing our edit and follow-up procedures;
- to make the census guide and the questionnaire more user friendly by instituting larger print and by simplifying the language;
- to establish a Census Help Line which will be active during the period the census collection will be in the field so that queries related to confidentiality, protection of privacy, etc., can be addressed as well as queries related to the completion of the questionnaire;
- to test a centralized mail back system in 1996 with a view to being able to fully implement this system if the test proves successful. Such a system will substantially reduce the possibilities of having enumerators handle questionnaires of respondents known to them; and,
- to destroy the 1996 Census questionnaires once Statistics Canada no longer requires them for its operational needs, approximately three years after the Census. Approval has been obtained from the National Archives of Canada.

The federal Privacy Commissioner as well as the Provincial Privacy Commissioners received this information. The following provinces have provincial privacy commissioners:

Nova Scotia (Darce Fardy)  
Quebec (Paul-Andre Comeau)  
Ontario (Tom Wright)  
Saskatchewan (Derril G. McLeod, Q.C.)  
Alberta (Robert C. Clark)  
British Columbia (David Flaherty)

## 1.2 Office of the Commissioner of Official Languages

A number of meetings were held with the staff from the Office of the Commissioner of Official Languages (OCOL) during the two years following the 1991 Census to work out an accommodation on the 1991 Census Official languages complaints received as a result of sponsored activities (Quebec road signs and mail inserts distributed by SaskTel).

On October 13, 1995, the Office of the Commissioner of Official Languages finally closed the 13 outstanding files from the 1991 Census. The files were closed as a result of various measures that Statistics Canada agreed to implement for the 1996 Census (Appendix 1). Furthermore, in a memo from the Official Languages Division on June 6, 1994, Statistics Canada as a department agreed to implement the same measures as the census when accepting support from third-parties.

Correspondence between the Commissioner of Official Languages and the Chief Statistician on this matter is as follows:

July 2, 1993	Goldbloom to Fellegi
July 21, 1993	Fellegi to Goldbloom
August 23, 1993	Goldbloom to Fellegi
September 8, 1993	Fellegi to Goldbloom
October 13, 1993	Goldbloom to Fellegi

The regional offices met with their regional Official Language Commission staff prior to the 1996 Census in respect to Census promotional activities and the new sections in the Official Languages Act which deal with minority official language rights. These meetings were very useful in bringing official languages staff on side (Appendix 2).

To date (November 1996), we have received two official language complaints which have been resolved (Appendix 3).

### **1.3 Recommendations**

- Pre-census meetings should be held with staff from the various commissions. This ensures that everyone knows what is going on and reduces friction.

## **APPENDIX/APPENDICE 1**

### **Census Sponsors**

#### **Official Language Requirements**

Statistics Canada approaches corporations, associations and governments at the federal, provincial and municipal level for their assistance in disseminating the Census message. Sponsors might agree to disseminate information on the census to their employees and/or client groups. In most cases, sponsors agree to disseminate a bilingual message. However, where the sponsors are either unable or unwilling to disseminate the census message bilingually, Statistics Canada will request that sponsors indicate that they are sponsoring the message on the message so that clients will know that the Federal government is not the source of the unilingual message.

For example, if a sponsor suggested putting up unilingual road signs, Statistics Canada would suggest that the sponsor's name appear on the sign as the sponsor. The same would be true if a sponsor distributed unilingual mail inserts designed and produced by the sponsor - the sponsor's logo (name, slogan, etc.) would appear on the inserts as the sponsor. Nevertheless, sponsors should be encouraged to use the Census logo and slogan which would be individualized by overprinting the sponsor's identification. Consistency and repetition of message is very important to the overall Census awareness program and should be encouraged.

Statistics Canada will provide all promotional materials in a bilingual format for use of sponsors.

## **Parrainage du recensement**

### **Exigences en matière de langues officielles**

Statistique Canada s'adresse aux sociétés, associations et administrations publiques des échelons fédéral, provincial et municipal pour leur demander de l'aider à diffuser le message du recensement. Elles acceptent de transmettre des renseignements sur le recensement à leurs employés ou à leurs clients. Dans la plupart des cas, les groupes qui parrainent le recensement acceptent de diffuser un message bilingue. Toutefois, dans les cas où ils ne peuvent pas ou ils ne veulent pas diffuser le message de façon bilingue, Statistique Canada doit demander que le groupe qui parraine indique dans son message qu'il commandite lui-même le message, pour laisser savoir aux clients que ce message unilingue ne vient pas du gouvernement fédéral.

Par exemple, à un groupe parrainant qui voudrait placer des panneaux routiers unilingues, Statistique Canada suggérerait d'indiquer son nom sur le panneau comme commanditaire du message. Il faudrait agir de même dans le cas où un groupe parrainant envoyait des encarts postaux unilingues, conçus et produits par lui : le logo du groupe parrainant (nom, slogan, etc.) apparaîtrait alors sur les encarts pour le montrer comme commanditaire. Toutefois, on doit encourager tout groupe de parrainage à utiliser le logo et le slogan du recensement, qu'il pourrait individualiser en leur superposant son identification propre. La cohérence et la répétition du message sont très importantes à l'ensemble du programme de sensibilisation au recensement, et on doit les favoriser.

Statistique Canada fournit, de façon bilingue, tout le matériel de promotion aux groupes qui parrainent le message du recensement.



CANADA

OFFICE OF THE COMMISSIONER OF OFFICIAL LANGUAGES • COMMISSARIAT AUX LANGUES OFFICIELLES

07 mars 1996

Madame Joanne Hughes  
Directrice, Région Atlantique  
Statistique Canada  
1770, rue Market, 3<sup>ème</sup> étage  
Halifax, Nouvelle-Écosse  
B3J 3M3

Dear Joanne:

Je voudrais te remercier pour l'excellente initiative que tu as eue de venir nous rencontrer le mercredi 31 janvier dernier.

Following our meeting with you, M.-G. d'Entremont responsible for communications met with us and Robert Racine responsible for data gathering met with us too on Wednesday, March 6. Both meetings were very useful.

Suite à nos multiples rencontres, nous croyons que vous avez mis en place un bon système pour vous acquitter de vos obligations linguistiques. Souhaitons que tous ceux et toutes celles qui oeuvrent au grand projet du Recensement du 14 mai 1996 fournissent leurs services en respectant les dispositions de la Loi sur les langues officielles.

Joanne, thanks again for coming to our office. Good luck with the Census!



Jeanne Renault  
Commissioner's Representative  
Atlantic Region

JR/gk

c.c. Monique Matza

OFFICE OF THE COMMISSIONER OF OFFICIAL LANGUAGES  
COMMISSARIAT AUX LANGUES OFFICIELLES

110, O'Connor Street  
Ottawa, Ontario  
K1A 0T8

110, rue O'Connor  
Ottawa (Ontario)  
K1A 0T8

**FACSIMILE TRANSMITTAL SHEET**

**FEUILLE D'ACCOMPAGNEMENT - FAC-SIMILE**

FROM FAX / DU TÉLÉCOPIEUR/ (613) 943-0451      DATE: 23/8/96

**SENDER / EXPÉDITEUR**

Ariane Piraveau  
Enquêteur  
Direction générale des enquêtes  
(613) 995-0664

**ADDRESSEE / DESTINATAIRE**

Paulette Beaudette  
Agent, langues officielles  
Statistique Canada

**FAX number/**

**N° du télécopieur: 951-2072**

**FILE NUMBER / N° DE DOSSIER: 0776-96-S4**

**MESSAGE:** Un mot pour vous informer de la fermeture de ce dossier.

Nous prenons note que l'annonce a paru une fois en anglais dans le quotidien «Daily Press» et que Statistique Canada estime qu'il aurait dû la faire paraître en français dans l'hebdomadaire «The Timmins Times», ce avec quoi nous sommes d'accord.

Il est toutefois important de souligner que si l'annonce avait paru plusieurs fois en anglais dans le «Daily Press», il aurait fallu la faire paraître en français également plusieurs fois dans ce même journal (qui accepte la publicité française), question d'équilibrer le nombre de parutions dans chacune des langues (ce que n'aurait pas permis l'hebdomadaire).

Merci de votre collaboration et à la prochaine!



MEMORANDUM NOTE DE SERVICE

To Mme Paulette Beaudette, SC, (613) 951-2072 ✓  
A Mme Joanne Hughes, SC, (902) 426-6140

Security Classification - Classification de sécurité
Our File - Notre référence 0905-96-S4
Your File - Votre référence
Date 01/10/96

From Marie-P. Allard  
De

Subject  
Objet Fermeture de dossier

Nous désirons vous aviser que nous acceptons de fermer le dossier numéro 0905-96-S4. Nous considérons la plainte non-fondée, puisque votre organisme s'est conformé à l'article 30 de la Loi sur les langues officielles en publiant des annonces dans des médias de langue anglaise et de langue française, y compris «Le Courrier» de la Nouvelle-Écosse. Par conséquent, cette plainte ne sera pas retenue contre Statistique Canada.

Je vous remercie de votre collaboration dans le présent dossier.



## **Cabinet Document**

### **1.0 Background**

Before the Census questions can be presented to Cabinet, an official cabinet submission is prepared.

A working group was created in January 1994 with representatives from Content Determination, Census Planning and Integration, Census of Agriculture, Questionnaire Design and Production and Census Communications to ensure that all of the components of the Cabinet document were consistent and ready on time. The group met once a month during 1994. Census Communications was responsible for the Communications Plan (Appendix 1) and the Communications Synopsis (Appendix 2).

The first drafts of the Communications Plan and the Communications Synopsis were circulated for comments early in October 1994. Over the next five months, the draft was refined and tightened based on comments received from the Director, Communications Division, the 1996 Census Manager, and the Assistant Chief Statistician, Social, Institutions and Labour Statistics. The final version was approved at the end of April, 1995.

Meetings were initiated with the analyst and with the communications contact from the Privy Council Office in mid-1994. General comments were provided during the first few meetings with more specific comments being given in the last few weeks.

Census Communications also participated in the final round of discussions with census management, the Content Determination project manager, subject matter directors and staff. These meetings were invaluable in providing background for issues management materials during the collection phase.

It was originally planned to have the 1996 Census content approved and gazetted early in 1995. However, problems with funding delayed this process and the funding issues were not resolved until the spring of 1995 and the content was not approved and gazetted until August 1995. The planned schedule is attached as Appendix 3.

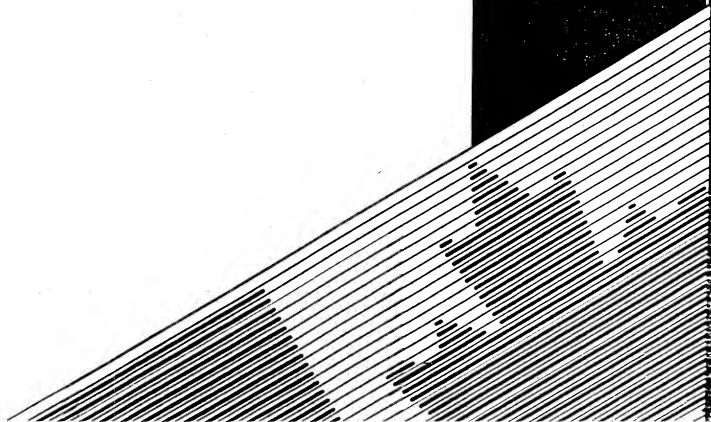
Census Communications provided assistance to the Content Determination project in the preparation of an Update to Government Departments and Agencies which covered the various content options.

## **1.1 Recommendations**

- Meetings with the communications contact from Privy Council Office should be initiated sooner.
- Census Communications should continue to be responsible for all communications aspects of the Memorandum to Cabinet.
- Census Communications should be involved in the final round of content discussions/options with subject matter.

C

Communications  
Information  
in the MC



The image shows a large, detailed form titled "COMMUNICATIONS INFORMATION IN THE MC". It is divided into several main sections: "COMMUNICATIONS SYNOPSIS" (with sub-sections 1-9), "COMMUNICATIONS PLAN", and "ADVISORY NOTE". Each section contains numerous lines for text entry and checkboxes. The form is presented in a slightly angled, overlapping manner to show its depth.

see: Pictograph A8

## Communications Information in the MC

### Introduction

Properly planned communications are crucial to the success of any policy initiative and communications and policy people should work together from the beginning of the drafting process.

There are three key communications elements in every MC:

**Communications Synopsis** see page C4

**Communications Plan** see page C6

**Advisory Note** see page C8

These three elements are included to ensure that government decisions are explained in the context of the Government's overall objectives and that decisions are communicated effectively to both the public and specific target audiences.

Together the Synopsis and Communications Plan present a thorough analysis of the public environment, including an assessment of likely public reaction, as well as details concerning the announcement day and on-going communications activities.

The Advisory Note is prepared by exempt staff in the Minister's office.

Departmental communications people are primarily responsible for preparing the Communications Synopsis and Plan associated with every MC and usually work in close consultation with Ministers' offices. They establish contact with the Communications Secretariat at PCO to make sure that all the criteria required for submission to the Cabinet Committee on Communications are met.

### How to proceed

In exceptional circumstances, where there are no identifiable communications implications in an MC, the Communications Secretariat of PCO will, at the request of the department, consider waiving the requirement for a Communications Plan. Both a Synopsis and Advisory Note will, however, still be required. In these cases, most sections of the Synopsis will read *n/a*.

Occasionally a Minister may decide to recommend in the MR one course of action while at the same time suggesting that another (or others) is equally valid. Be sure to consider these possibilities in the appropriate sections of the Communications Plan, such as Strategic Considerations, Messages and the Announcement etc. In exceptional cases, it may be necessary to draft a Synopsis that clearly reflects this.

## Communications Synopsis

The Synopsis is the principal communications document that Ministers will see for each MC. As such, it must present Ministers with a *concise, readable snapshot* of the key communications dimensions of the proposal.

Check with your Cabinet liaison office to obtain the latest version of the Communications Synopsis form.

Never try to crowd the Synopsis form with too much information. Typed and word processed Synopses must follow format rules (see page D10). Keep the original language version to a maximum of three-quarters of the Synopsis page so that the translation, which is often longer, will fit comfortably on the page. *Any Synopsis form which is not easily readable will be returned by PCO to departments for redrafting.*

When completing each of the nine parts of the Synopsis form:

- use everyday language that is easy to announce, remember and report
- avoid long sentences and paragraphs
- avoid technical terms and jargon
- be concise — stick to the main points and avoid detail
- rework every sentence until every word counts.

1. Consultation PCO — PMO —	2. Date Drafted	3. Anticipated Announcement Date
--------------------------------	-----------------	----------------------------------

This provides Ministers with a clear idea of how up-to-date the Communications Synopsis is and lets them know when the proposal is to be announced.

Consultation with the Communications Secretariat of PCO is particularly important in order to ensure that, once submitted, an MC moves quickly through the Cabinet decision-making process.

Ministers' offices consult with the PMO Communications Unit regarding the scheduling and tone of all announcements. In addition, consultation with the PMO is mandatory for any communications that involve the Prime Minister or the PMO and approval for such involvement must be obtained from the Director of Communications at PMO.

### 4. Goals

Drawing on the Objectives section of the Communications Plan, state in two or three short sentences what will be accomplished by communicating the messages outlined in section 7 of the Synopsis.

Be specific and concrete. Use action verbs. Avoid vague phrases such as *to describe*, . . . *to communicate*, . . . *to portray*, . . . Be specific when describing target groups; avoid terms like *the public*, *Canadians*, etc. unless they are in fact the principal target group.

### Acceptable example (Goals)

To demonstrate to X group that the Government is committed to strengthening Y industrial sector.

To allay fears in province A, that further cuts will seriously erode industry B in that province.

To clarify to X, Y and Z groups the Government's policy.

<b>5. Impact</b>	Anticipated	a lot	a little	Anticipated	for	%
	Media			Reaction	against	%
	Attention	5	4 3 2 1	*	other	%

\* (identify the *principal* public likely to be affected, (e.g. farmers, residents of Cape Breton, Canadians) and estimate their likely reaction.)

Use the two scales to present how much attention you judge the media are likely to pay to the decision and the reaction you expect from the principal public affected. Drawing from the Public Environment section in the Communications Plans, use 8 lines to describe key aspects of the public environment, affected interest groups and their likely reactions.

<b>6. Possible Headlines</b>	Positive
	Negative

Present in 3-5 words each the better case and the worse case scenario for how the decision might appear on the front page of a newspaper.

#### **7. Messages**

This section is drawn from the Messages section of the Communications Plan. Think of this as the body of the better case story which you have titled in 6. List in 6 lines the 2 or 3 key messages about the decision that you want the media, and thereby, the public, to receive. These messages should reflect the link between the specific initiatives proposed in the MC and the current direction of Government priorities.

#### **8. Activities**

Explain in 8 lines the short-term national and regional activities outlined in detail in the Announcement and Interdepartmental Coordination sections of the Communications Plan.

#### **9. Sustaining the Message**

Outline longer-term national and regional communications activities included in Follow-up Activities Section of the Communications Plan.

Remember that the Synopsis must be produced in both languages each no longer than one page. Plan your drafting accordingly so that the translation is as readable as the original.

## Communications Plan

A Communications Plan explains how the Minister intends to present and explain a decision to the public both in the short- and longer-term. The Plan is drafted in close consultation with the Minister's office.

A properly researched and written Communications Plan should rarely be longer than eight to ten pages. When an issue is of routine or only minor significance, of course, the Plan will be shorter and may not cover every one of the headings listed below. On the other hand, when communications are of central concern, it may merit a separate MC. In such cases, follow the guidelines in Part B. For additional guidance on length, consult the Communications Secretariat at PCO.

A fully detailed plan, dealing with an issue of major communications significance consists of the following sections and sub-sections:

### Communications Analysis:

1. Public Environment
2. Target Audiences
3. Communications Objectives
4. Messages

### Communications Tactics:

5. Strategic Considerations
6. Interdepartmental Coordination
7. The Announcement
8. Minister's Involvement
9. Briefings of Members of Parliament and Senators
10. Follow-up Activities
11. Budget
12. Evaluation Criteria

### Communications Analysis

#### 1. Public Environment

Presents a succinct but comprehensive description of what the likely reactions will be to the proposal and why. This section usually opens with a one or two paragraph summary of the origin of the issue — the historical record — including recent developments.

Summarize current public perceptions and sensitivities on the issue and identify national and regional patterns.

In developing this section, it may be appropriate to:

- Outline the findings of any special studies or polls on the topic
- Identify noteworthy attention to the issue in the House of Commons - questions, statements, debate
- Summarize both national and regional media coverage of the issue, noting any significant trends
- Indicate trends revealed by an analysis of correspondence or petitions to the Minister
- Indicate unusual lobbying activities, demonstrations, or other public pressures

#### 2. Target Audiences

Identifying target audiences lays the groundwork for the Communications tactics. For this reason, it is important to choose communications vehicles that match the needs of the target audiences. Identify all national and regional groups (public and private) with an interest in the proposal, in order of priority and describe the position of each.

Assess the desirability of consulting with target groups before and/or after the announcement.

#### 3. Communications Objectives

These flow from the objectives of the MC as well as from the analysis presented in the Public Environment.

State precisely what you want to accomplish by communicating the message(s). Be specific and concrete, describing communications activities designed, for example, to inform interested publics, achieve widespread public understanding, stimulate public discussion, facilitate policy or program implementation, or respond to public criticism, apathy or uncertainty.

#### 4. Messages

Identify the essential idea or set of ideas to be communicated about the decision, avoiding minor details.

Explain what was decided and why.

Link message(s) to other global theme(s) of the Government.

Public Environment

Target Audiences

Communications  
Objectives

Messages

## **Communications Tactics**

This section follows from the analytical material presented in 1 to 4.

### **Strategic**

#### **Considerations**

#### **5. Strategic Considerations**

Outline the best approach to communications activities (proactive/reactive; low/high profile; national/regional), based on the current public environment.

Identify communication opportunities, such as widespread public and/or media support for the proposal, support from interest groups, provincial governments or major scheduled events offering appropriate symbolic support for the initiative.

Identify major communications impediments, such as media hostility, public indifference, complexity of the issue, competing regional, sectoral or international interests. Outline strategies to deal with them. Indicate whether advance work is required to prepare for the announcement.

### **Interdepartmental**

#### **Coordination**

#### **6. Interdepartmental Coordination (when applicable)**

List the departments that have been consulted and describe the agreement reached on respective roles.

Identify lead department and its role.

Identify other departments involved and their roles.

### **The Announcement**

#### **7. The Announcement**

Announcement strategies, both short- and long-term, should to the extent possible be humanized and focused on showing how the decision will affect the ordinary Canadian. Often this will involve by-passing standard and routine communications vehicles intended to convey information to the national media in favour of more creative methods such as audio-visual presentations, news conferences held in environments that typify the subject matter, teleconferencing and regional tours by Ministers and/or designated officials etc.

Outline the ideal timing of the announcement.

Outline the format of the announcement — e.g. a statement in the House, Minister's speech, press conference, media event in a chosen location, etc.

Outline the announcement day media strategy, including national and regional considerations e.g. foreign, national press conference, regional press conferences, key interviews.

Describe the role to be played by other Ministers or representatives of the private sector, client groups etc.

Identify spokespeople in both Official Languages.

Identify the need for pre-announcement lock-up or post-press conference briefing, if required.

Describe the contents and distribution of information packages for the media.

### **Minister's Involvement**

#### **8. Minister's Involvement**

Assess the Minister's role in the announcement process.

Outline the public perception of the Minister in relation to the initiative.

Identify the most appropriate audience for the announcement.

Identify an English or French Ministerial counterpart for public engagements or media inquiries (when necessary) and describe their respective roles.

**Briefings to  
Members of Parliament  
and Senators**

**9. Briefings to Members of Parliament and Senators**

Outline strategy for dealing with briefings of government members and the opposition.

Identify support documentation for MPs and material to be provided to them for distribution to their constituents e.g. camera-ready articles for MPs' householders.

**Follow-up Activities**

**10. Follow-up Activities**

Describe long-term media strategy, including a detailed work plan, for planned follow-up activities to reinforce the message e.g. speaking tours, advertising, brochures and booklets, direct mail campaigns, follow-up media interviews, radio "hot-line" programs.

Describe how public reaction to the strategy will be monitored in order to make adjustments as necessary e.g. media and correspondence analysis, special polls, user surveys etc.

**Budget**

**11. Budget**

Identify the funding and human resources required to carry out the complete communications plan even if the initiative is to be funded from the department's A-base.

If incremental resources are required, be sure this is included in the financial information sections of the MC.

**Evaluation Criteria**

**12. Evaluation Criteria**

Identify methods to be used, such as media monitoring, polling and analysis of correspondence, to track the issue over both the short- and long-term and to evaluate the effectiveness of both the strategy and specific components such as advertising programs.

**Advisory Note**

The one-page Advisory Note is the exclusive responsibility of exempt staff in the sponsoring Minister's office. The Note is sent under separate cover to the PMO Director of Communications and to the Chairmen of both the appropriate policy committee and the Cabinet Committee on Communications. The Note outlines the political communications considerations of the proposal.

**Other Cabinet  
and  
announcement  
preparations**

As the MC proceeds through the decision-making system and is approved by Cabinet, the drafter will probably be involved in coordinating the preparation of a variety of background materials. These include:

- background information for caucus briefings
- talking points and briefing notes for your Minister to use at Cabinet Committee and elsewhere
- press releases
- briefings for the media
- other materials that support the announcement of the decision.

## APPENDIX/APPENDICE 2

### Communications Synopsis (Plan, see page 15)

<b>1. Consultation</b> PCO <u>  X  </u> PMO <u>      </u>	<b>2. Date Drafted</b>	<b>3. Anticipated Announcement Date</b>
--	------------------------	---

**4. Goals**

5. Impact	Anticipated Media Attention	a lot	a little	Anticipated Reaction	for against other
		5	<u>4</u> 3 2 1		

<b>6. Possible Headlines</b>	Positive
	Negative

**7. Messages**

**8. Activities**

# 1996 CENSUS CONTENT DETERMINATION SCHEDULE

Task	Scheduled Start	Scheduled Finish	1993	1994	1995	1996
National Census Test Day	Nov 8 '93	Nov 8 '93	◆			
Specify Questions and Modules	Jan 12 '94	Jan 31 '94		■		
Communications to Formulate Strategy	Feb 1 '94	Aug 31 '94		■		
Briefing of CMT on Plans for 1996 Census Content	Feb 4 '94	Feb 4 '94	◆			
Request Costing Estimates per Question from Projects	Feb 4 '94	Feb 4 '94	◆			
Receive Costing Estimates per Question from Projects	Feb 4 '94	Mar 31 '94		■		
Formulate and Discuss Options with Census Manager	Feb 4 '94	Apr 28 '94		■		
Prepare Costs Per Module	Apr 1 '94	Apr 28 '94		■		
Subject Matter Analysis on NCT Results	Apr 1 '94	Jun 1 '94		■		
Present Options Summary to CMT	May 6 '94	May 6 '94	◆			
Present Options Summary to Steering Committee	May 12 '94	May 12 '94	◆			
Subject Matter Content Proposals for Census Content	Jun 1 '94	Jun 30 '94		■		
Consolidate Elements for Census, Census of Ag., Communications & Funding	Jul 1 '94	Jul 31 '94		■		
Dr. Fellegi's Discussions with Deputy Ministers	Aug 1 '94	Sep 30 '94		■		
Parliamentary Committees Hearings	Sep 1 '94	Dec 30 '94		■		
Circulate Drafts to Senior Management	Sep 1 '94	Sep 30 '94		■		
Communications to Present Strategy at CMT	Sep 2 '94	Sep 2 '94	◆			
Deadline for the Finalization of Questionnaire Content	Oct 1 '94	Oct 1 '94	◆			
Final Preparation of 1996 Census Content	Oct 3 '94	Oct 31 '94		■		
Circulate Drafts to Other Government Departments	Oct 3 '94	Oct 31 '94		■		
Order in Council Approval Process	Nov 1 '94	Jan 31 '95		■		
Census Content Gazetted	Feb 1 '95	Apr 1 '95		■		
Final Artwork to Printers	May 1 '95	May 1 '95			◆	
Final delivery of Inserted Packages to Collection	Jan 31 '96	Jan 31 '96				◆
Census Day	May 14 '96	May 14 '96				◆



## Gazetting

### 1.1 Introduction

The Census of Population and the Census of Agriculture questions are prescribed by the Governor in Council pursuant to subsection 21 (1) of *The Statistics Act*. The Governor in Council also fixes the month in which the Census will be taken. Following approval by the Governor in Council, the Order in Council and associated schedule are published in *The Canada Gazette, Part I*. Subsection 21 (2) of *The Statistics Act* requires publication in *The Canada Gazette* within 30 days of the issuance of the Order in Council.

### 1.2 Process

- **May 4, 1996** - met with Michelle Currie (957-5428) and Suzanne Mancini (957-5430), Office of the Registrar of Statutory Instruments (PCO), to review the process
- **May 1995** - Memorandum to Cabinet reviewed by the Economic Development Policy Sub-committee
- **June 1995** - Memorandum to Cabinet approved by the full Cabinet
- **June 12, 1995** - draft Order in Council and the schedules of questions for the Census of Population and the Census of Agriculture examined by the legal counsel to the Privy Council Office pursuant to the Statutory Instruments Act. These are stamped in blue ink. A certificate signed by PCO is provided to the Statistics Canada lawyer (Appendix 1).
- **June 16, 1995** - draft Order in Council and the schedules of questions for the Census of Population and the Census of Agriculture sent to the Minister Responsible for Statistics Canada for recommendation to the Governor in Council under the Chief Statistician's signature
- **June 30, 1995** - recommendation from the Minister Responsible for Statistics Canada, the draft Order in Council, the schedules of questions for the Census of Population and the Census of Agriculture and a background note for each Census sent to the Assistant Clerk of the Privy Council under the Chief Statistician's signature

- **July 25, 1995** - approved by the Special Committee in Council (Appendix 2)
- **July 26, 1995** - signed by the Governor General of Canada
- **August 12, 1995** - published in *The Canada Gazette, Part I*
- **August 14, 1995** - posted for public access in the Privy Council Office

### 1.3 Census of Population

The questions asked on the 1996 Census of Population comprise questions 2 to 6, prescribed by the Governor in Council, under subsections 19 (1) and 21 (1) of *The Statistics Act*. Questions 7 to 47 and questions H1 to H8 are asked simultaneously and are prescribed under authority of section 22 of the Act. Question 1 and all other instructions are prescribed under the authority of section 7 of the Act.

The following materials, in both English and French, were transmitted to the Assistant Clerk of the Privy Council under the signature of the Chief Statistician of Canada:

- six copies of the draft Order in Council and the schedule setting out the questions to be asked in the 1996 Census of Population. Two are originals stamped in blue ink by PCO, the other four are copies (the questionnaire production group was responsible for formatting the schedule which was sent to PCO).
- three copies of the background note which indicates the section of *The Statistics Act* under which the questions are to be prescribed, the Cabinet approval number and a brief description of the consultation process.
- the original signed ministerial recommendation
- three copies of the explanatory note (not part of the order but included in the gazetted copy of the questions).

The full versions of these documents are available in *Order in Council Submission, 1996 Census, Census Communications*.

## 1.4 Census of Agriculture

The questions asked on the 1996 Census of Agriculture are prescribed by the Governor in Council, under subsections 21 (1) of *The Statistics Act*. The format of the questionnaire and all instructions are to be prescribed by the Minister under the authority of section 7 of the Act.

The following materials, in both English and French, were transmitted to the Assistant Clerk of the Privy Council under the signature of the Chief Statistician of Canada:

- eight copies of the draft Order in Council and schedule, setting out the questions to be asked in the 1996 Census of Agriculture. Two are originals stamped in blue ink by PCO, the other six are copies (Census of Agriculture was responsible for providing final versions of the questionnaire including the cover page).
- three copies of the background note which indicates the section of *The Statistics Act* under which the questions are to be prescribed, the Cabinet approval number and a brief description of the consultation process.
- the original signed ministerial recommendation.
- three copies of the explanatory note (not part of the order but included in the gazetted copy of the questions).

The full versions of these documents are available in *Order in Council Submission*, 1996 Census, Census Communications.

## 1.5 Question Booklet

Since questionnaires are not available at the time that the questions are gazetted, Census Communications produces a "Question" booklet which indicates which questions are on the short-form questionnaire and which are on the long-form questionnaire. The publications also contains information on why we ask the questions. These publications are distributed to media as well as anyone else who requests a copy.

The introduction was rewritten for 1996 and the addresses and phone numbers for the regional offices were included rather than just the Ottawa address as in 1991. The Questions booklet went to print on July 18, 1995 and 8,100 copies were printed.

## 1.6 Questions and Answers

On July 21, questions and answers which covered those aspects of the 1996 content most likely to generate media interest were prepared and distributed to communications staff, subject matter staff, the census management team and senior management (Appendix 3). A list of subject matter spokespersons who were prepared to respond to detailed media enquiries was also provided at that time.

The subjects covered were:

- general questions
- cost of the 1996 Census
- visible minorities/ethnicity
- Census employment
- homeless
- income
- language
- Aboriginal
- religion
- fertility
- education
- labour market activities
- home repairs
- same-sex couples
- household activities
- environment

## 1.7 Funding Department

Six departments provided funding for the 1996 Census in addition to the resources provided by Treasury Board. The six departments were:

- Indian Affairs and Northern Development Canada
- Citizenship and Immigration
- Human Resources Development Canada
- Canadian Heritage
- Health Canada
- Canada Mortgage and Housing Corporation

Between July 17 and July 21, the director of the Communications Division contacted the six departments and offered to provide them with questions and answers on the funding

issue and a copy of the gazetted Census questions. We also agreed to let them know if journalists called and they agreed to provide us with the same information. The questions and answers were sent on August 1, 1995 (Appendix 4). The Question booklets were sent August 14 since August 12 was a Saturday.

We provided Indian Affairs and Northern Development with questions and answers on the Aboriginal questions and they also developed some questions and answers of their own, but they were the only funding department that did so (Appendix 5).

Questions and answers on household activities were sent to Status of Women since it was possible that they would get media enquiries on that topic.

## 1.8 Recommendations

- we should continue to produce and distribute “Questions”. Most people are unlikely to think that the Questions booklet is a “live” census questionnaire and try to complete it as sometimes happens with the promotional questionnaires marked “for information only”.
- questions and answers and contact lists should be produced for 2001. Although we received few questions, it was important that staff had access to the information. This built confidence in both the process and in the Communications project.
- funding departments should be provided with supporting documentation to assist them in responding to media enquiries.
- since the gazetting documentation is fairly constant from one Census to the next, it should be provided as far in advance of the Special Committee in Council as possible.

## APPENDIX/APPENDICE 1

### CERTIFICATE

I, the undersigned, hereby certify the attached to be a true copy of the English version of the material examined, pursuant to the Statutory Instruments Act, by the Privy Council Office Section of the Department of Justice on the \_\_\_\_ day of \_\_\_\_\_, 1996.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

CERTIFICAT

Je, soussigné, certifie par les présentes que  
les documents ci-joints constituent une copie conforme  
de la version française des documents examinés,  
conformément à la Loi sur les textes réglementaires,  
par la Section du Bureau du Conseil privé du Ministère  
de la Justice, le \_\_\_\_\_ 1996.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## APPENDIX /APPENDICE 2



Government of Canada  
Privy Council Office

Gouvernement du Canada  
Bureau du Conseil privé

Ottawa, Canada  
K1A 0A3

CHIEF  
STATISTICIEN  
OFFICE

June 26, 1995

JUN 26 1995

Le 26 juin 1995

### MEMORANDUM TO:

CHIEF  
STATISTICIEN EN CHEF

### NOTE DE SERVICE AUX :

- Ministers
- Deputy Ministers
- Coordinators

- Ministres
- Sous-ministres
- Coordonnateurs

### Special Committee of Council Meetings - Summer 1995

### Réunions du Comité spécial du conseil - Été 1995

I would like to inform you that during parliamentary recess the meetings of the Special Committee of Council (SCC) will be held Tuesdays:

July 25, 1995  
August 15, 1995  
August 29, 1995  
September 12, 1995

La présente vise à vous informer que durant les vacances parlementaires, les réunions du Comité spécial du conseil (CSC) se tiendront les mardis :

25 juillet 1995  
15 août 1995  
29 août 1995  
12 septembre 1995

Submissions for consideration and approval by the Special Committee should be forwarded one week prior to any SCC meeting (i.e., Monday, July 17, 1995 for the July 25th meeting).

Les recommandations soumises à l'approbation du CSC doivent nous parvenir une semaine avant la réunion (c.-à-d., le lundi 17 juillet 1995 pour la réunion du 25 juillet).

SCC will resume its weekly meetings beginning on Tuesday, September 19, 1995.

Le Comité reprendra ses réunions hebdomadaires à compter du mardi 19 septembre 1995.

When sending recommendations to the Orders in Council Division, please ensure that the pertinent diskette is clearly identified and placed in a disk mailer envelope.

Lorsque vous transmettez vos recommandations à la Division des décrets du conseil, veuillez vous assurer que la disquette pertinente est clairement identifiée et insérée dans une enveloppe pour disquette.

Canada

May I remind you that submissions should be received prior to 4:00 p.m. on Monday and be sent BY HAND directly to:

Mr. Michel Garneau  
Assistant Clerk of the Privy Council  
(Orders in Council)  
Privy Council Office  
Langevin Block, Room 105  
Ottawa, Ontario  
K1A 0A3

Je vous rappelle que les recommandations doivent être envoyées PAR MESSAGER (et reçues avant 16 h le lundi) à l'adresse suivante :

Monsieur Michel Garneau  
Greffier adjoint du Conseil privé  
(Décrets du Conseil)  
Bureau du Conseil privé  
Édifice Langevin, pièce 105  
Ottawa (Ontario)  
K1A 0A3

Assistant Clerk of the Privy Council,

A handwritten signature in dark ink, appearing to read 'Mr. Garneau', with a stylized, flowing script.

Michel Garneau  
Le Greffier adjoint du Conseil privé

# APPENDIX/APPENDICE 3



Statistics  
Canada

Statistique  
Canada

## Memorandum Note de service

File reference no  
Numéro de référ

Date July 21, 1995/Le 21 juillet 1995

To/À Distribution/Diffusion

From/de Dale Sewell

*am. filing for*

Subject/Objet **Questions and Answers - Gazetteing of the 1996 Census Questions/Questions et réponses - Parution des questions du Recensement de 1996 dans la Gazette du Canada**

The 1996 Census of Population questions are expected to receive Order in Council approval at the July 25, 1995 meeting of the Special Committee of Council. The next step is the publishing of the questions in the Canada Gazette which is scheduled for August 12.

However, since all Orders in Council are available to the public three days after being signed, the media could access the questions at the end of July. Although the Order in Council census documents have not created media interest in the past, we might receive some calls prior to gazetting this time because of the interest in unpaid work and Canadian. Consequently, I am providing you with the attached questions and answers which cover those aspects of the 1996 content most likely to generate media interest as well as a list of subject matter spokespersons who are prepared to respond to more detailed media questions. Please note that the questions and answers are for internal use only.

Thank you.

Distribution/Diffusion:

C. Allen  
J. Badets  
R. Bambrick  
V. Barrett  
R. Baxter  
J. Beckstead  
L. Bélanger  
P. Bélanger  
D. Blanchette  
K. Brown  
J. Burgess  
C. Campbell  
D. Carter  
T. Chui  
M. Côté  
D. Daubney

A.-M. Fleury  
A. Gardner  
P. Gauthier  
C. Jaworski  
M. Jones  
L. Kemp  
R. Lachapelle  
B. Laroche  
D. Larrivée  
I. Macredie  
L. Marmen  
K. Matheson  
J. Morin  
D. Norris  
J. Oulette  
P. Palfenier

Il est prévu que les questions du Recensement de la population de 1996 seront approuvées par décret au cours de la réunion du Comité spécial du Conseil le 25 juillet 1995. La publication des questions dans la Gazette du Canada est prévue pour le 12 août.

Cependant, comme tous les décrets du Conseil sont disponibles au public trois jours après avoir été approuvés, les médias pourront avoir accès aux questions à la fin juillet. Bien que les documents du décret n'aient pas suscité l'intérêt des médias par le passé, on s'attend cette fois à recevoir des appels avant la date de publication dans la Gazette, et ce, en raison des préoccupations relatives au travail non rémunéré et à l'origine canadienne. Par conséquent, je vous fais parvenir les Questions et réponses ci-jointes. Elles couvrent les sujets du Recensement de 1996 pouvant susciter l'intérêt des médias. Je vous fais également parvenir une liste des personnes-ressources responsables de répondre aux questions des médias. Veuillez noter que les Questions et réponses servent à la consultation interne seulement.

Je vous remercie.

P. Parent  
R. Parenteau  
B. Petrie  
B. Ram  
S. Ramsbottom  
A. Rashid  
V. Renaud  
L. Rouillard  
D. Scott  
W. Smith  
S. Swain  
J. Stanic  
J. Tourigny  
P. White



Statistics Canada  
Statistique Canada

Ottawa, Canada  
K1A 0T6

## APPENDIX / APPENDICE 4

File Copy  
Chrono  
D.B. Petrie  
B. Laroche  
W.R. Smith

August 1, 1995

Ms. Deborah Brown  
Human Resources Development Canada  
Place du Portage  
Phase IV  
14<sup>th</sup> Floor  
Hull, Quebec  
K1A 0J9

Dear Ms. Brown:

Further to your conversation with Mr. Wayne Smith, Director of Communications, Statistics Canada, regarding the gazetting of the 1996 Census questions on August 12, 1995, I am pleased to provide you with the following information:

1. Questions and Answers - this document provides background information on the funding arrangements of the 1996 Census and some suggested responses that you could use to explain why your department provided funding for the census in the event of calls from the media. I would appreciate receiving any additional material that you develop for this purpose.
2. Roles and Responsibilities - this document briefly outlines the roles and responsibilities of Statistics Canada and other funding departments regarding which questions should be answered and which ones should be referred.
3. Contact - this document provides a contact in Statistics Canada for census enquiries. I will distribute the completed contact sheet once I have the name, address, telephone and fax numbers of a contact in each department. Media enquiries will be referred to these people.

.../2

Canada



4. Questions - a copy of the 1996 Census questions will be provided on August 14. We cannot provide copies any earlier since the questions will be gazetted only on August 12.

I would also like to take this opportunity to emphasize again that Statistics Canada's response to gazetting will be very low key. We will not make any announcements at this time and although we will respond to questions from the media, we will not initiate any action that will generate media interest. The official announcement of the census will occur in February 1996.

If you have any questions about the enclosed materials or require further information, please give me a call at 951-0444.

Thank you again for your interest in the 1996 Census.

Yours sincerely,

A handwritten signature in cursive script that reads "Dale Sewell".

Dale Sewell  
Manager  
Census Communications

Attachments

## **FUNDING FOR THE 1996 CENSUS**

**1. Where did Statistics Canada obtain the required funds for a full-content census?**

Treasury Board allotted to Statistics Canada a total of \$292 million for the census program. This level of funding was sufficient for a basic enumeration of the population, but an additional \$55 million was needed to conduct a comprehensive census similar to those conducted in 1981, 1986, and 1991.

The additional resources needed for the full-content long census were contributed by other federal government departments which rely heavily on census data to implement many of their programs and policies. These departments provided funds to help offset the collection and processing costs of the census.

The departments were Human Resources Development, Indian and Northern Affairs, Canadian Heritage, Canada Mortgage and Housing Corporation, Health Canada and Citizenship and Immigration.

**2. Why did your department contribute to a full-content census while cutting back or eliminating basic social and other programs for Canadians?**

The cost of the census must be weighed against the cost of obtaining information through alternate sources or of making decisions and implementing programs with outdated data.

A full content census provides essential information which is not available from any other sources, to support policy analysis and public debate on important social and economic issues such as immigration, education and training, housing, income support, health and Aboriginal issues, transportation and the environment and many more.

**3. Did your department look at other sources to obtain the required data?**

The census traditionally provides much-needed information that is not available from any other source. In the U.S., other non census sources of information have been developed but at a cost significantly greater than the marginal cost of collecting the data through the census.

**4. Why is your department funding the Census?**

Census data shed light on issues of concern to the department -- employment, education, training, transportation, housing, immigration, income support, Aboriginal issues, etc. The census provides information which is critical to the analysis of education and training issues of concern at local, provincial and national levels. It also provides the numbers and socio-economic characteristics of "at risk" populations, such as seniors, lone-parent families and minority groups, information which we need to help address questions related to income security, health and social services among many others.

## **FINANCEMENT DU RECENSEMENT DE 1996**

### **1. Où Statistique Canada a-t-il obtenu les fonds nécessaires à la tenue d'un recensement complet ?**

Le Conseil du Trésor a alloué à Statistique Canada un montant total de 292 millions de dollars pour le programme du recensement. Ce montant était suffisant pour un dénombrement de base de la population, mais un montant additionnel de 55 millions de dollars était nécessaire pour mener un recensement complet, tels ceux de 1981, 1986 et 1991.

Les fonds additionnels nécessaires à la tenue d'un recensement complet proviennent de ministères et organismes fédéraux qui s'appuient fortement sur les données du recensement pour élaborer leurs programmes et politiques. Ces ministères et organismes ont fourni des fonds pour aider à contrebalancer les coûts associés à la collecte et au traitement des données du recensement.

Ces ministères et organismes sont : Développement des ressources humaines Canada, Affaires indiennes et du Nord canadien, Patrimoine canadien, Société canadienne d'hypothèques et de logement, Santé Canada et Citoyenneté et Immigration Canada.

### **2. Pourquoi votre ministère (ou organisme) a-t-il contribué à la tenue d'un recensement complet, alors que vous réduisez ou éliminez des programmes sociaux et d'autres programmes de base pour les Canadiens ?**

Le coût du recensement doit être comparé à ce qu'il en coûterait pour obtenir de l'information à partir d'autres sources ou pour prendre des décisions et mettre en oeuvre des programmes avec des données non actuelles.

Le recensement complet fournit des données essentielles qui ne sont disponibles d'aucune autre source. Ces données permettent d'évaluer des politiques et d'entretenir des débats publics sur d'importants dossiers socio-économiques, comme l'immigration, l'éducation et la formation, le logement, le soutien du revenu, la santé, les questions autochtones, le transport, l'environnement et bien d'autres.

### **3. Votre ministère (ou organisme) a-t-il envisagé de faire appel à d'autres sources pour obtenir les données nécessaires ?**

Le rôle traditionnel du recensement est de recueillir des données essentielles qui ne sont disponibles d'aucune autre source. Aux États-Unis, on a créé des sources de données autres que le recensement, mais à un coût beaucoup plus élevé que le coût marginal de la collecte de données à l'aide du recensement.

### **4. Pourquoi votre ministère (ou organisme) a-t-il financé le recensement ?**

Les données du recensement permettent d'éclaircir des dossiers qui concernent le ministère (ou l'organisme), notamment des dossiers portant sur l'emploi, l'éducation et la

formation, le transport, le logement, l'immigration, le soutien du revenu et les questions autochtones. Le recensement recueille des données qui sont indispensables pour analyser, à l'échelle régionale, provinciale et nationale, les dossiers relatifs à l'éducation et à la formation. Il permet aussi de déterminer la taille et les caractéristiques socio-économiques des populations dites «à risque», comme les personnes âgées, les familles monoparentales et les groupes de minorités visibles; ces renseignements sont nécessaires pour évaluer des dossiers relatifs à la sécurité du revenu, à la santé, aux services sociaux et bien d'autres.

## **ROLES AND RESPONSIBILITIES**

The following briefly outlines the roles and responsibilities of Statistics Canada and other funding departments regarding who answers which questions.

**Statistics Canada will** respond to questions related to ongoing census funding and program costs, content, methodology and dissemination. Statistics Canada will indicate that additional funding for a comprehensive census was contributed by six other federal government departments and will provide the names and amounts if asked. Statistics Canada will refer any other questions related to funding to the specific department.

**Other funding departments will** respond to questions directly related to their census funding. Details should be determined on a department by department basis. All other questions related to the census should be referred to Statistics Canada.

## RÔLES ET RESPONSABILITÉS

Les lignes suivantes décrivent brièvement les rôles et responsabilités de Statistique Canada et des ministères et organismes qui ont contribué financièrement au recensement, quant à savoir qui devrait répondre à quoi.

**Statistique Canada** répondra à toute question portant sur le financement du recensement en général et sur les coûts, le contenu, la méthodologie et la diffusion. Statistique Canada mentionnera que les fonds additionnels nécessaires à la tenue d'un recensement complet proviennent de six ministères et organismes fédéraux et fournira les noms et les montants, s'ils sont demandés. Toute autre question relative au financement sera transmise au ministère ou à l'organisme concerné.

**Les ministères et organismes** répondront aux questions portant spécifiquement sur les fonds qu'ils ont alloués au recensement. Les renseignements plus détaillés devraient être déterminés par chacun des ministères ou organismes. Toute autre question portant sur le recensement devrait être transmise à Statistique Canada.

**FUNDING FOR THE 1996 CENSUS - DIAND'S Q&A**

- 1. Where did Statistics Canada obtain the required funds for a full-content census?**

Treasury Board allotted to Statistics Canada a total of \$292 million for the census program. This level of funding was sufficient for a basic enumeration of the population, but an additional \$55 million was needed to conduct a comprehensive census similar to those conducted in 1981, 1986, and 1991.

The additional resources needed for the full-content long census were contributed by other federal departments which rely heavily on census data to implement many of their programs and policies. These departments provided funds to help offset the collection and processing costs of the Census.

The departments were Human Resources Development, Indian and Northern Affairs, Canadian Heritage, Canada Mortgage and Housing Corporation, Health Canada and Citizenship and Immigration.

- 2. Why did your department contribute to a full-content census while the federal government is cutting back or eliminating basic programs for Canadians?**

We need data from the Census to support DIAND's accountability to Parliament and address policy and program issues relating to First Nations. The 1996 Census will provide us with current data for programming purposes and permit comparisons of First Nations conditions "over time".

A full content census provides essential information which is not available from any other sources to support policy analysis on important issues relating to First Nations in such areas as social and education.

- 3. Did your department look at other sources to obtain the required data?**

The Census provides much-needed information that is not available from any other source and allows for comparison of First Nations' socio-economic conditions with the larger Canadian population. DIAND collects basic data from First Nations primarily to meet resourcing and program needs.

**4. Why is your department funding the Census?**

The Census provides information which is essential to the analysis of living conditions at local, regional and national levels. This information is helpful in addressing issues relating to the well-being of First Nations and in measuring progress over time.

**5. How much funding is being provided by DIAND to Statistics Canada for the Census?**

DIAND is contributing \$4 million to Statistics Canada to help offset the collection and processing costs of conducting a comprehensive census similar to those conducted in 1986 and 1991. DIAND will receive, without charge, a complete set of data products from the Census relating to First Nations' socio-economic condition.

**6. What is the source for funds in DIAND?**

The funds are being identified within DIAND's regular budgets by means of internal reallocations. The department places a high priority on the Census and therefore, DIAND has accorded the Census a high priority relative to other initiatives.

**7. Are program funds being used for funding the Census shortfall?**

DIAND, in response to recent program reviews, has established a process to carefully examine funding demands. This includes close scrutiny of utilization of O&M and program budgets allocated by Parliament. We are making all efforts to absorb the Census expenditures within existing O&M funds without impacting on the services and funding provided to First Nations.

August 2, 1995



## **Administration**



## Project Resources

### 1.0 Introduction

The 1996 Census Communications Project received a total funding of \$11,236,014 from the Census of Population over the five year period from 1992/93 to 1996/97. This funding covered communications activities in support of the content determination, the processing and collection projects and senior management by both regional and national staff.

#### 1996 Communications resources - 1992/93 to 1996/97 Census of Population

Fiscal Year	Person Days	Salary	Non-salary	Total
1992/93	330	72,281	10,000	82,281
1993/94	935	186,383	77,228	263,611
1994/95	2145	493,727	256,479	750,205
1995/96	10,642	2,069,994	2,914,098	4,984,192
1996/97	8,487	1,637,168	3,518,656	5,155,827
<b>Total</b>	<b>22,539</b>	<b>4,459,553</b>	<b>6,776,461</b>	<b>11,236,116</b>

The project also received funding of \$414,283 from the Census of Agriculture for fiscal years 1995/96 and 1996/97. This funding covered activities at both the national and region level and included paid advertising, printing, translation, exhibits, etc.

#### 1996 Communications resources - 1995/96 to 1996/97 Census of Agriculture

Fiscal Year	Person Days	Salary	Non-salary
1995/96	564	116,739	143,953
1996/97	229	45,060	108,531
<b>Total</b>	<b>793 (3.6 py)</b>	<b>161,799</b>	<b>252,484</b>

**1996 Communications resources - 1992/93 to 1996/97**

Fiscal Year	Person Days	Salary	Non-salary	Total
Census of Population	22,539	4,459,553	6,776,461	11,236,014
Census of Agriculture	793	161,799	252,484	414,283
<b>Total</b>	<b>23,332 (106.1)</b>	<b>4,621,352</b>	<b>7,028,945</b>	<b>11,650,297</b>

**1.1 Funding Structure of Communications**

At the start of the 1996 Census cycle in 1992/93, Communications was part of the Collection Project (2041) and the Dissemination Project (3009). A new role of Senior Communications Advisor (2031) was created in 1992 to give the communications function a place on the management team. This three-part communications structure was funded for the years 1992/93 to 1995/96. In 1995/96, the structure was revised to reflect the actual situation and Communications became a project with ten tasks, five of the tasks being headed by regional communications managers and five by task managers in Ottawa. The project PRACAS became 2031 with both 2041 and 3009 being dropped.

**Communications Expenditure Review - 1992/93 - 1996/97****Census of Population/Census of Agriculture**

Project Tasks	Person Days	Salary	Non-salary	Total
2031 - Management	2,904	546,399	611,319	1,157,718
2359 - Public Relations	2,403	460,557	93,869	554,426
2363 - Writing	1,701	327,980	5,835	333,815
2364 - Material Coordination	1,098	160,142	986,976	1,147,118
2365 - Advertising	0	0	3,257,172	3,257,172
Regional Offices	12,854	2,647,201	1,897,821	4,545,022
Subject Matter Divisions	455	126,609	0	126,609
Dissemination Division	385	80,000	0	80,000
2041 - Collection Communications	1,532	272,464	175,954	448,418
<b>Total</b>	<b>23,332</b>	<b>4,621,352</b>	<b>7,028,946</b>	<b>11,650,298</b>

Details for each fiscal year are available in Appendix 1.

## 1.2 Management (2031)

This task provided overall management to the project including those activities funded in regional offices, Communications division, Dissemination division and in subject matter divisions. The task was responsible for communications advice to the 1996 Census Management Team, house cards, briefing notes and speaking notes for the Minister, the communications plan and synopsis for the cabinet submission, issues management specifically related to the post-collection period and all senior management correspondence including general complaints about the Census to hiring and pay complaints.

In addition, the task also funded all regional office travel, paid for all computer rentals in Ottawa, purchases of new computer equipment in both Ottawa and the regions, the monitoring contracts and regional offices journal vouchers that were not for printing. Further details are available in Appendix 2.

In 1996/97, the non-committed Census of Agriculture resources were put into 2031 rather than being allocated to each of the project tasks as in 1995/96. This was due to the small amount of dollars left over after resources for advertising had been allocated. The tasks (2359 and 2364) then charged agricultural related purchases to 2031.

### Communications resources (2031)

Fiscal year	Person days	Salary	Non-salary
1993/94	220	47,294	1,678
1994/95	440	88,598	76,300
1995/96	1,209	205,949	368,291
1996/97 Census of Population	1,014	201,081	136,877
Census of Agriculture	21	3,477	28,173
Total	2,904	546,399	611,319

**Communications resources (2041- Collection Communication)**

Fiscal year	Person days	Salary	Non-salary
1992/93	330	72,281	10,000.00
1993/94	297	46,256	56,722.00
1994/95	905	153,927	109,232.15
<b>Total</b>	<b>1,532</b>	<b>272,464</b>	<b>175,954.15</b>

**1.3 Public Relations (2359)**

This task was responsible for activities at the national level and in the centralized edit test area for both the Census of Population and the Census of Agriculture. These activities included support agreements (corporations and associations), media relations, government relations, internal communications, education, special target groups (youth, students, ethnic, seniors, etc) and exhibits, conferences and displays. Details are available in Appendix 3.

The total funding provided to this task was \$554,426 over 1.5 fiscal years - 1995/96 and 1996/97 (April to September). Census of Population provided funding of \$542,425.85 and Census of Agriculture \$12,000.00

**Public Relations (2359)**

Fiscal year	Person days	Salary	Non-salary Population	Non-salary Agriculture
1995/96	1,175	234,584	41,868.85	12,000.00
1996/97	1,228	225,973	40,000.00	-----
<b>Total</b>	<b>2,403</b>	<b>460,557</b>	<b>81,868.85</b>	<b>12,000.00</b>

## 1.4 Writing/Editing (2363)

This task was responsible for developing, researching and producing English and French written materials. These materials included promotional materials, questions and answers, Census facts, backgrounders, newsletters, multi-lingual messages, speeches, bulletins, etc. In addition, the task also develops custom materials upon request by regional office or other census projects. Details are in Appendix 4.

The total funding provided to this task was \$333,815 over 1.5 fiscal years - 1995/96 and 1996/97 (April to September). This task did not receive any funding from the Census of Agriculture.

### Writing/Editing (2363)

Fiscal year	Person days	Salary	Non-salary
1995/96	986	195,073	1,585.00
1996/97	715	132,907	4,250.00
Total	1,701	327,980	5,835.00

## 1.5 Material Coordination (2364)

This task was responsible for designing, producing and distributing all census materials. This included promotional materials (masthead, poster-frames, repro sheets, kit folders, calendars, tent cards, coasters, etc) to regional offices and supporting organizations throughout the country and written materials (questions and answers and Census Facts) to Census Project Managers, senior management and regional offices. Details are available in Appendix 5.

The total funding provided to this task was 1,147,118 over 1.5 fiscal years - 1995/96 and 1996/97 (April to September). Census of population provided funding of \$ 1,088,127.70 and Census of Agriculture of \$48,931.00.

**Material Coordination (2364)**

Fiscal year	Person days	Salary	Non-salary Population	Non-salary Agriculture
1995/96				
Population	438	62,389	786,044.73	48,931.00
Agriculture	55	10,059		
1996/97	605	87,694	152,000.00	-----
Total	1,098	160,142	938,044.73	48,931.00

**1.6 Paid Advertising (2365)**

This task was responsible for paid advertising for the Census of Population and the Census of Agriculture. This included the development and implementation of the advertising strategy, development and production of print and broadcast ad materials, the media buy, and media placement. This task also handled the coordination and approval of placement of approximately \$750,000 of contingency ads.

The total funding provided to this task was \$3,257,172 over 1.5 fiscal years - 1995/96 and 1996/97 (April to September).

**Paid Advertising (2365)**

Fiscal year	Population	Agriculture
1995/96	612,001.41	3,569.00
1996/97	2,645,171.30	55,000.00
Total	3,257,172.70	58,569.00

**1.7 Subject Matter Divisions**

Subject matter divisions were provided with salary resources for support to the communications project. This support included media interviews (print and broadcast), review of a variety of written materials (House cards, questions and answers, newsletters and bulletins) and advice on

dealing with specific target populations, lobby groups and related issues, as required. Details on activities funded in each year are provided in Appendix 6.

Funding for the 1996 Census was increased by 162 person days to total 455 days and \$126,609 salary dollars. No non-salary dollars were provided.

### Subject Matter divisions - person days

Division	1995/96		1996/97		Total	
	Pdays	\$	Pdays	\$	Pdays	\$
Housing, Family and Social Statistics	110	30,753	60	16,795	170	47,548
Labour and Household Analysis	75	20,945	55	15,560	130	36,505
Demography	70	18,604	40	10,460	110	29,064
Geography	20	5,972	10	2,995	30	8,967
Census Operations	10	3,015	5	1,510	15	4,525
Total	285	79,289	170	47,320	455	126,609

## 1.8 Dissemination Division

Dissemination division was responsible for the development and implementation of a design concept on a variety of communications and public relations materials. In fiscal year, 1996/97, no person resources were transferred to the division. Rather, it was decided to journal voucher costs at the end of that fiscal year and charge everything to the next phase of the communications project.

### Dissemination division

Fiscal year	Person Days	Salary
1994/95	110	25,000
1995/96	275	55,000
Total	385	80,000

## 1.9 Regional Offices

The regional offices received salary and non-salary resources for communications activities related to the content determination and collection phases of the census for the four years period 1993/94 to 1996/97. During the first two years, resources were allocated on an equal basis across the board and then topped up as additional activities were taken on by each region. This allocation, however, did not take into account the different nature and dimensions of the regional programs. These differences were reflected in the funding provided in the two main years, 1995/96 and 1996/97. Funding for these years was allocated on a formula that took into account 20 variables including population size, number of dwellings, population net undercoverage, number of immigrants, percent of the population who do not have English or French mother tongue, percent of the population with Chinese home language and the size of the geographic area to be covered. Details are available in Appendix 7.

Additional consideration was given to regions with large number of reserves and the early enumeration program. Different weights were applied for funding for these activities.

Separate funding was provided for Census of Agriculture activities. This funding was allocated by number of agricultural operations (Appendix 8).

Regional offices also journal vouchered Census communications management for national printing, design of national posters and other supporting materials, computers, other equipment and travel to Ottawa.

In total, the regional offices received \$4,545,022.17 in direct transfers and journal vouchers to plan, develop and implement communications activities for the Census of Population and the Census of Agriculture.

### Regional Offices - total resources transferred

Region	Salary + Non-salary*	Percent
Atlantic	473,017	11.0%
Quebec	858,983	20.0%
Ontario	1,278,028	29.8%
Prairies	877,110	20.4%
Pacific	804,693	18.8%
Total	4,291,831	100.0%

\* does not include JVs of \$53,190

## Regional Offices - total resources by transfer and journal voucher by year

Fiscal Year	Person Days	Salary	Non-salary	Total \$
1992/93	-----	-----	-----	-----
1993/94	418	92,833	18,828.00	111,661.00
1994/95	690	226,202	70,946.70	297,148.70
1995/96    Population Agriculture	6,274	1,237,710	884,686.00	2,122,396
			(JV) 223,190.47	223,190.47
	509	106,680	79,453.00	186,133.00
1996/97    Population Agriculture	4,755	942,193	565,358.00	1,507,551.00
			(JV) 30,000.00	30,000
	208	41,583	25,358.00	66,941.00
Total (with Agriculture)	12,854 (58.7)	2,647,201	1,897,821.17	4,545,022.17
Total (without Agriculture)	12,137 (55.2)	2,498,938	1,793,010.10	4,291,948.17

## 1.10 Use of the formula

The formula was used as a guideline for the original transfers. It was not used as new requirements arose. Any additional funding was based on written proposals. Whenever the proposals made sense - how many completed questionnaires would result - the project was funded. In addition, the media dollars allocated to each region was based on the formula. The following table provides the planned allocation in comparison to actual allocation. In most cases, the overall spending was very close to plan except in the cases of Ontario and British Columbia which were slightly higher and Quebec which was lower.

## Allocation of resources to regional offices - 1993/94 to 1996/97

Region	Formula %	Transfers %	Advertising %	Average
Atlantic	8.7	11	6.1	8.5
Quebec	20.7	20	16.0	18
Ontario	33.6	29.8	40.7	35.3
Prairies	18.3	20.4	16.2	18.3
Pacific	18.6	18.7	21.0	19.8
Total	99.9	99.9	100	99.9

## 1.11 Atlantic Region

The Atlantic region received approximately 11% of the resources provided through direct transfers to the regional offices. This was slightly above the 8.7% worked out in the formula. The additional resources were in response to a proposal submitted by the region to improve coverage of the Acadian population in New Brunswick and early enumeration in Newfoundland and Labrador.

## Atlantic region resources

Fiscal year	Person days	Salary	Non-salary	Total
1993/94 Census of Population	53	11,543	5,500	17,043
1994/95 Census of Population	110	41,786	8,973	50,759
1995/96 Census of Population	600	118,165	109,677	227,842
Census of Agriculture	25	5,326	3,982	9,308
1996/97 Census of Population	516	102,288	61,407	163,695
Census of Agriculture	17	3,463	907	4,370
Total	1,321	282,571	190,446	473,017

## 1.12 Quebec Region

The Quebec region received approximately 20% of the funding provided through direct transfers to the regional offices. This was slightly lower than the formula of 20.7%. This decrease was the result of the Prairies taking over a large part of the early enumeration area previously done by Quebec and the need to increase the funding for the Prairies.

### Quebec region resources

Fiscal year	Person days	Salary	Non-salary	Total
1993/94 Census of Population	55	13,475	2,000	15,475
1994/95 Census of Population	190	52,513	17,173	69,686
1995/96 Census of Population	1,235	242,941	171,411	414,352
Census of Agriculture	110	23,434	6,520	29,954
1996/97 Census of Population	968	191,790	127,593	319,383
Census of Agriculture	37	7,540	2,593	10,133
<b>Total</b>	<b>2,595</b>	<b>531,693</b>	<b>327,290</b>	<b>858,983</b>

## 1.13 Ontario Region

The Ontario region received approximately 30% of the funding provided through direct transfers to the regional offices. This was considerably lower than the 33.6% determined by the formula. This decrease was the result of re-allocating funding as requirements changed. Since Ontario had the largest budget, it received fewer make-up resources after the initial budget transfer.

### Ontario region resources

Fiscal year	Person days	Salary	Non-salary	Total
1993/94 Census of Population	176	34,985	4,890	39,875
1994/95 Census of Population	110	43,786	16,975	60,761
1995/96 Census of Population	1,923	379,158	248,052	627,210
Census of Agriculture	100	21,304	23,926	45,230
1996/97 Census of Population	1,585	314,120	176,056	490,176
Census of Agriculture	33	6,720	8,056	14,776
<b>Total</b>	<b>3,927</b>	<b>800,073</b>	<b>477,955</b>	<b>1,278,028</b>

### 1.14 Prairie Region

The Prairie region received approximately 20.4% of the funding provided through direct transfers to the regional offices. This was considerably higher than the 18.3% determined by the formula. The increase was due to the necessity to develop a large early enumeration program. The Prairies also had a more elaborative native program.

### Prairies region resources

Fiscal year	Person days	Salary	Non-salary	Total
1993/94 Census of Population	44	10,780	1,378	12,158
1994/95 Census of Population	110	31,786	12,688	44,474
1995/96 Census of Population	1,223	240,734	204,882	445,616
Census of Agriculture	208	44,311	39,927	84,238
1996/97 Census of Population	792	156,950	103,112	260,062
Census of Agriculture	93	18,950	11,612	30,562
<b>Total</b>	<b>2,470</b>	<b>503,511</b>	<b>373,599</b>	<b>877,110</b>

### 1.15 Pacific Region

The Pacific region received approximately 18.7% of the funding provided through direct transfers to the regional offices. This was only very slightly above the 18.6% value determined by the formula.

### Pacific region resources

Fiscal Year	Person days	Salary	non-salary	Total
1993/94 Census of Population	90	22,050	5,060	27,110
1994/95 Census of Population	170	56,331	15,138	71,469
1995/96 Census of Population	1,293	256,712	150,664	407,376
Census of Agriculture	66	12,305	5,098	17,403
1996/97 Census of Population	894	177,045	97,190	274,235
Census of Agriculture	28	4,910	2,190	7,100
<b>Total</b>	<b>2,541</b>	<b>529,353</b>	<b>275,340</b>	<b>804,693</b>

## 1.16 Census of Agriculture

The Census of Agriculture provided a total of \$414,283 in unencumbered funding to the Communications project. In addition, they provided one encumbered IS 3 resource.

Project	Person days	Salary \$	Non-salary \$
2031	21	3,477	28,173
2359	---	---	12,000
2364	55	10,059	48,931
2365	---	---	176,339
Regional Offices	717	148,263	104,811
Total	793	161,799	370,254
Resources provided	793	161,799	252,484
Difference	---	---	117,770

The costs of providing a communications program for the Census of Agriculture were greater than the resources provided in all areas. Although the resources for a part-time agriculture person were provided for each of the regions, no resources were provided for the supervision of this person. This was also the case of the person provided in Ottawa. In addition, the resources provided for the agriculture person allowed little timing for planning and development but rather were just sufficient for implementation. In some cases, the resources were for a couple of months and only worked because the regions hired people with skills suitable to both agriculture and population.

## **1.17 Recommendations**

- We should continue to review material requirements - one image with smaller variety of materials to chose from works well to reduce costs and ensure a consistent image in the public domain.
- Census of Agriculture funding should be reviewed to ensure it covers activities or activities should be scaled back to reflect funding levels.
- Should continue to use a formula to allocate funding to regional offices.
- Census should continue to provide appropriate overhead funding for Census Communications. This was \$2,500.00 per person for the 1996 Census.
- Census Communications does not presently cover the cost of the space it uses - office and warehouse. This is covered by either the department or Collections. Resources would be required to cover this expenditure if funding arrangements for space were to change.



## APPENDIX/APPENDICE 1

### Communications resource allocation - 1992/93 Census of Population/Census of Agriculture

Project Tasks 93/94	Person Days	Salary	Non-salary	Total (3=4)
2031 - Management	---	---	---	---
2359 - Public Relations	---	---	---	---
2353 - Writing	---	---	---	---
2364 - Material Coordination	---	---	---	---
2365 - Advertising	---	---	---	---
Regional Offices	---	---	---	---
Subject Matter Divisions	---	---	---	---
Dissemination Division	---	---	---	---
2041 - Collection Communications	330	72,281	10,000	82,281
<b>Total</b>	<b>330</b>	<b>72,281</b>	<b>10,000</b>	<b>82,281</b>

### Communications resource allocation - 1993/94 Census of Population/Census of Agriculture

Project Tasks 93/94	Person Days	Salary	Non-salary	Total (3=4)
2031 - Management	220	47,294	1,678	48,972
2359 - Public Relations	---	---	---	---
2353 - Writing	---	---	---	---
2364 - Material Coordination	---	---	---	---
2365 - Advertising	---	---	---	---
Regional Offices	418	92,833	18,828	111,661
Subject Matter Divisions	---	---	---	---
Dissemination Division	---	---	---	---
2041 - Collection Communications	297	46,256	56,722	102,978
<b>Total</b>	<b>935</b>	<b>186,383</b>	<b>77,228</b>	<b>263,614</b>

**Communications resource allocation - 1994/95**  
**Census of Population/Census of Agriculture**

Project Tasks	Person Days	Salary	Non-salary	Total (3=4)
2031 - Management	440	88,598	76,300	164,898
2359 - Public Relations	---	---	---	---
2353 - Writing	---	---	---	---
2364 - Material Coordination	---	---	---	---
2365 - Advertising	---	---	---	---
Regional Offices	690	226,202	70,947	297,149
Subject Matter Divisions	---	---	---	---
Dissemination Division	110	25,000	---	25,000
2041 - Collection Communications	905	153,927	109,232	263,159
<b>Total</b>	<b>2,145</b>	<b>493,727</b>	<b>256,479</b>	<b>750,206</b>

**Communications resource allocation - 1995/96**  
**Census of Population/Census of Agriculture**

Project Tasks	Person Days	Salary	Non-salary	Total
2031 - Management	1,209	205,949	368,291	574,240
2359 - Public Relations	1,175	234,584	41,869	276,453
2353 - Writing	986	195,073	1,585	196,658
2364 - Material Coordination	438	62,389	786,045	848,434
2365 - Advertising	---	---	608,432	608,432
Regional Offices	6,274	1,237,710	1,107,876	2,345,586
Subject Matter Divisions	285	79,289	---	79,389
Dissemination Division	275	55,000	---	55,000
2041 - Collection Communications	---	---	---	---
<b>Total</b>	<b>10,642</b>	<b>2,069,994</b>	<b>2,914,098</b>	<b>4,984,192</b>

**Communications resource allocation - 1996/97**  
**Census of Population/Census of Agriculture**

<b>Project Tasks 96/97</b>	<b>Person Days</b>	<b>Salary</b>	<b>Non-salary</b>	<b>Total</b>
<b>2031 - Management</b>	1,014	201,081	136,877	337,958
<b>2359 - Public Relations</b>	1,228	225,973	40,000	265,973
<b>2353 - Writing</b>	715	132,907	4,250	137,157
<b>2364 - Material Coordination</b>	605	87,694	152,000	239,694
<b>2365 - Advertising</b>	---	---	2,590,171	2,590,171
<b>Regional Offices</b>	4,755	942,193	595,358	1,537,551
<b>Subject Matter Divisions</b>	170	47,320	---	47,320
<b>Dissemination Division</b>	---	---	---	---
<b>2041 - Collection Communications</b>	---	---	---	---
<b>Total</b>	<b>8,487</b>	<b>1,637,168</b>	<b>3,518,656</b>	<b>5,155,827</b>

## APPENDIX/APPENDICE 2

### Management (2031)

1996 Communications Expenditure Review - 1992/93		
Financial Code	2031	2041
Travel in Canada (0221)	---	5,000
Printing (0323)	---	---
Training (041)	---	---
Professional Services (043)	---	5,000
Materials (0737)	---	---
Postage/Freight (027)	---	---
Microcomputer rental/purchases (074)	---	---
<b>Total</b>	-----	10,000

1996 Communications Expenditure Review - 1993/94		
Financial Code	2031	2,041.00
Travel in Canada (0221)	960.82	3,853.95
Printing (0323)	554.12	21,784.08
Professional Services (043)	164.2	17,897.91
Materials (0737)	---	---
Postage/Freight (027)	---	7,781.07
Microcomputer rental/purchases (074)	---	5,405.01
<b>Total Expenditures</b>	1,678.14	56,722.01
<b>Approved Budget</b>	2,000	69,875.01

1996 Communications Expenditure Review - 1994/95*		
Financial Code	2031	2,041
Foreign Travel (0223)	---	---
Travel in Canada (0221)	12,045.01	1,729.83
Printing (0323)	13,829.75	25,670.36
Training (041)	1,942.50	1,217.60
Professional Services (043)	5,000.00	26,637.37
Other Services (0446)	---	1,367.12
Materials (0737)	3,952.00	1,179.37
Postage/Freight (027)	---	---
Microcomputer rental/purchases (074)	37,500.00	51,430.50
Total Expenditures	76,300.26	109,232.15

- \* At the end of 1994/95, a new project "Communications" was created under 2031. Resources from 2041 were redirected to 2031.

1996 Communications Expenditure Review - 1995/96	
Financial Code	2031
Travel in Canada (0221)	24,173.82
Printing (0323)	21,043.55
Professional Services (043)	173,449.61
Other Services (0446)	12,483.20
Materials (0737)	35,639.11
Postage/Freight (027)	105.85
Microcomputer rental/purchases (074)	101,396.70
Total Expenditures	368,291.84*

- \* Includes Journal Vouchers of \$97,653.26 from regional offices.

**1996 Communications  
Expenditure Review - 1996/97  
(April 1 to September 30)**

<b>Financial Code</b>	<b>2031</b>
<b>Travel in Canada (0221)</b>	25,500.71
<b>Printing (0323)</b>	2,680.00
<b>Advertising Services (0301)</b>	900.00
<b>Training (041)</b>	---
<b>Professional Services (043)</b>	28,902.00
<b>Materials (0737)</b>	6,097.09
<b>Postage/Freight (027)</b>	---
<b>Microcomputer rental/purchases (074)</b>	30,281.00
<b>Telecommunications (0280)</b>	330.53
<b>Total Expenditures</b>	96,722.23
<b>Budget</b>	136,877.00

### APPENDIX/APPENDICE 3

#### Public Relations (2359)

1996 Communications Expenditure Review - 1995/96	
Financial Code	2359
Travel in Canada (0221)	842.80
Training (041)	320.00
Professional Services (043)	8663.70
Materials (0730)	3716.26
Exposition Services/Materials (0331)	40,326.09
Total Expenditures	53,868.85
Funding from Census of Agriculture	12,000.00
Funding from Census of Population	41,868.85

1996 Communications Expenditure Review - 1996/97	
Financial Code	2359
Travel in Canada (0221)	296.42
Training (041)	17,176.01
Professional Services (043)	3,039.60
Materials (0730)	2,661.05
Exposition Services/Materials (0331)	1,820.00
Total Expenditures	24,993.08
Funding from Census of Agriculture	---
Funding from Census of Population	40,000.00

## APPENDIX/APPENDICE 4

### Writing/Editing (2363)

1996 Communications Expenditure Review - 1995/96	
Financial Code	2363
Training (041)	335.00
Professional Services (043)	1,250.00
Total Expenditures	1,585.00

1996 Communications Expenditure Review - 1996/97	
Financial Code	2363
Training (041)	1,250.00
Professional Services (043)	3,000.00
Total Expenditures	---
Approved Budget	4,250.00

## APPENDIX/APPENDICE 5

### Material Coordination (2364)

1996 Communications Expenditure Review - 1995/96	
Financial Code	2364
Printing (0323)	684,831.66
Materials (0737)	95,691.70
Postage/Freight (027) Courier	53,708.58 743.79
Total Expenditures	834,975.73*
Funding from Census of Agriculture	48,931.00
Funding from Census of Population	786,044.73

\* Includes Journal Vouchers of \$125,537.18 from regional offices.

1996 Communications Expenditure Review - 1996/97	
Financial Code	2364
Printing (0323)	34,946.63
Training (041)	---
Professional Services (043)	9,650.00
Materials (0737)	11,404.11
Postage/Freight (027) Courier	11,335.92
Total Expenditures	69,700.66

## **APPENDIX/APPENDICE 6**

### **1996 Census Communications Activities Guidelines and Person Day Resources Subject Matter Divisions**

#### **Guidelines for 1994/95**

Limited funding was provided on an ad hoc basis to Housing, Family and Social Statistics and Labour and Household Surveys Analysis to support communications activities related to the content of the 1996 questionnaire. Specifically, the content topics are: unpaid work, same-sex couples, visible minority status, ethnic origins, etc.

#### **Guidelines for 1995/96**

- Review background materials such as Census Facts and Questions and Answers to ensure material is accurate and where appropriate recommend additional material that should be covered.
- Review and advise on content for briefing notes and background papers.
- Review promotional materials such as backgrounders, speeches, newsletter articles, brochures, fact sheets, media articles and releases within agreed upon deadlines to ensure material is accurate.
- Provide advice on dealing with specific target groups such as ethnic groups and Aboriginal people.
- Provide advice on "lobbying efforts" related to the census content on such topics as unpaid work, race, ethnicity and same-sex couples.
- Provide advice on who uses specific data series (government departments in particular) and how they are used for input into articles etc.
- Undertake media training and interviews as required.

#### **Guidelines for 1996/97**

- Review promotional materials such as fact sheets, newsletter copy and media feature articles and news releases within agreed upon deadlines to ensure material is accurate.
- Review, advice on and approve briefing notes and backgrounder papers.
- Provide advice on dealing with special target audiences such as ethnic groups and Aboriginal people.

- Provide advice on "lobbying efforts" related to the census content on such topics as unpaid work, race, ethnicity and same-sex couples.
- Undertake media interviews (print and broadcast).
- Contribute information for Ministerial and Chief Statistician letters and review text to ensure material is accurate.

# 1996 Census Communications Budget 1995/96

## Factors Used to Determine Allocation of Regional Office Resources:

	Atlantic 8.7		Quebec 20.7%		Ontario 33.6%		Prairies 18.3%		Pacific 18.6%	
	%	Score	%	Score	%	Score	%	Score	%	Score
Population (.25)	8.5	2	25.3	6	36.9	9	17.2	4	12.1	3
Dwellings (.25)	7.9	2	26.3	7	36.3	9	16.9	4	12.5	3
Population Net Undercoverage (.25)	2.29	6	2.61	7	3.64	9	1.92	4	2.73	7
Household Net Undercoverage (.25)	1.66	4	1.99	5	3.09	8	0.95	2	2.1	5
Collectives	1.8	2	1.8	4	1.4	2	2	5	1.5	3
Population in CMAs	26.6	1	61	3	72	5	56.5	2	57	3
Rural	49	5	27.4	1	18.1	2	17.8	1	19.6	4
Dwellings in CMAs	27.4	2	66	3	78	5	58.7	3	58.6	3
Immigration (.25)	1.7	0.5	13.6	3	56.6	14	13.3	3	16.7	4
Non-permanent Residents (.25)	0.9	0.5	19.7	5	56.5	14	9.4	2	12.5	3
Mother Tongue (not E or F) (.25)	0.9	0.5	14.9	4	48.6	12	20.2	5	15.4	
Home Language (not E or F) (.25)	0.8	0.5	17.5	5	51.6	13	15.2	4	14.2	4

	Atlantic	8.7	Quebec	20.7%	Ontario	33.6%	Prairies	18.3%	Pacific	18.6%
	%	Score	%	Score	%	Score	%	Score	%	Score
Home Language Chinese (.25)	0.6	0.00	6.5	2	47.6	12	15.1	4	30.1	8
Males 20-24 years	3.9	5	3.5	3	3.7	4	3.7	4	3.4	2
Divorced	3.5	1	5.7	5	3.7	2	4.4	3	5.6	4
Farms	1.4	1	1.7	3	2.1	4	2.4	5	1.5	2
Rented	26.2	1	44.4	5	36.2	4	33.7	2	35.9	3
Apartments 5+	2.4	4	5.7	3	16.4	5	5.4	3	5.5	4
On-Reserves (.25)	4.7	1	10.7	3	16.4	4	44.7	11	25.1	6
Geographic Area	5	2	15	4	11	3	54	5	15	4
Total		36		86		140		76		78

**Factors Used to Determine Allocation of Regional Office Resources:**

	Atlantic		Quebec		Ontario		Prairies		Pacific	
	%	\$	%	\$	%	1	%	\$	%	\$
Reserves/Settlements	4.7	3,500	10.7	25,000	14.8	25,000	44.7	55,000	25.1	30,000
Agriculture	3.7	10,000	13.6	33,000	24.5	48,000	51.3	90,000	6.9	19,000
Early Enumeration	14	4,200	35	10,000			50	15,000	1	1,000
Total		17,500		68,000		73,000		160,000		50,000

## APPENDIX /APPENDICE 8

### Communications resources - Census of Agriculture, 1995/96

Region	Person Days	Salary	Non-salary
Ottawa	55	10,059	64,500
Atlantic	25	5,326	3,982
Quebec	110	23,434	6,520
Ontario	100	21,304	23,926
Prairie	208	44,311	39,927
Pacific	66	12,305	5,098
<b>Total</b>	<b>564</b>	<b>116,739</b>	<b>143,953</b>

### Communications resources - Census of Agriculture, 1996/97

Region	Person Days	Salary	Non-salary
Ottawa	21	3,477	28,173
Atlantic	17	3,463	907
Quebec	37	7,540	2,593
Ontario	33	6,720	8,056
Prairie	93	18,950	11,612
Pacific	28	4,910	2,190
<b>Paid Advertising</b>	<b>---</b>	<b>---</b>	<b>55,000*</b>
<b>Total</b>	<b>229</b>	<b>45,060</b>	<b>108,531</b>

- \* \$25,690 identified for paid advertising by Regional Offices and \$29,310 by Ottawa for a total advertising budget of \$55,000.



## Staffing

### 1.0 Background

The 1996 Census Communications project received 106.54 person years (23,332 person days) over the five year period from 1992/93 to 1996/97. Of these 106.54 years, 102.92 were from the Census of Population and 3.6 from the Census of Agriculture.

The majority of hiring, however, took place in fiscal years 1995/96 and 1996/97. We were extremely fortunate in developing the Census Communications team that we had experienced management level staff in all regions and in headquarters and excellent working level staff who were able to take problems/challenges and come up with viable solutions.

### 1.1 Exclusion Order

For the first time, Information Services staff were included in the exclusion order (Appendix 1). This meant that it was no longer necessary to go through Public Service inventories or priority lists to hire information officers or writer/editors. However, staff hired under exclusion order could not try competitions nor have their terms extended. The regional offices used the exclusion order although Ottawa did not since we experienced few difficulties with the regular staffing methods. Nevertheless, if there had been problems, we also would have used the order.

### 1.2 Job Descriptions

The Communications Division family job descriptions were used for the majority of the staffing. This included the IS 1, the IS 2 writer/editor (GE 12), the IS 2 information officer (GE 14), the IS 3 writer/editor (GE 11) and the IS 3 information officer (GE 13). The Regional Communications managers and the Task managers in Ottawa used their regular job descriptions. A general office assistant at the CR 3 (GE 5) and a CR4 description were also provided but in most cases, regions used regional job descriptions for these positions.

Standard statements of qualifications were also developed for each level. They are

attached in Appendix 2.

### **1.3 Organization Charts**

Each regional office had its own organizational structure. Ottawa's structure remained the same although it grew considerably in the 1995/96 and 1996/97 period. The organizational charts are attached in Appendix 3.

### **1.4 Testing**

Census Communications, in consultation with Editorial Services, developed a professional level writing test for the IS 1, IS 2 and IS 3 candidates. This was a screening mechanism and anyone not passing the "P" test did not receive an invitation for an oral interview. Although similar interview questions were asked for the three levels, the responses were scored progressively with more detail and context being required by IS 3s. Sample IS 2 questions and expected responses are in Appendix 4.

### **1.5 Delegation of Authority**

Additional signing responsibilities are requested for regional staff during the Census period. Although the regional communications managers were included in the request which Collections submitted to the Minister, the additional delegation was only marginally increased over existing levels. In the future, the Census Communications manager should be consulted about required regional levels (Appendix 5). The information regarding ongoing financial delegation is obtained in Appendix 6.

In 1996, delegation for personnel matters was increased for all levels of staff. This will need to be reviewed in light of 2001 Census staffing requirements (Appendix 7).

## 1.6 Recommendations

- Staffs levels should be evaluated to ensure responsibilities and duties are consistent with those normally delegated to each level. The IS 4 level in the regions and in Ottawa specifically requires review.
- Four months of additional funding for each region (24 months) is required to make the Census Help Line operational as of January 1, 2001. The earlier start would permit the use of one number for hiring, collection and communications enquiries.
- Additional funding of about two months per region (12 months) is required in fiscal 1999/2000 to compensate for the elimination of funding from the Aboriginal Peoples survey.
- The same job families/similar job descriptions should be used in regions and Ottawa.
- The SoQs should be developed in advance for each one of the job families.
- The IS staff should again be included in exclusion order.
- All information officers should be able to pass a standard writing test - Communications will develop testing tools - written test and role play before they are hired.
- The regional communications managers should have the same level of signing authority as the regional census manager.



## APPENDIX/APPENDICE 1



P.C. 1995-466  
March 21, 1995

PRIVY COUNCIL • CONSEIL PRIVÉ

WHEREAS the Public Service Commission has decided that it is not practicable nor in the best interests of the Public Service to apply the provisions of the Public Service Employment Act to all persons appointed for a specified period on or after April 1, 1995 for the purpose of being employed by Statistics Canada in the ~~Clerical and Regulatory, Programme Administration, Administrative Services, Information Services and General Services~~ groups in connection with ~~data collection and data processing~~ for the ~~1996 Census~~ of Population, during the period beginning on ~~April 1, 1995~~ and ending on ~~March 31, 1997~~;

WHEREAS the Public Service Commission is of the opinion that it is desirable to make the annexed Regulations respecting the employment of persons appointed for a specified period on or after April 1, 1995 for the purpose of being employed by Statistics Canada in the Clerical and Regulatory, Programme Administration, Administrative Services, Information Services and General Services groups in connection with data collection and data processing for the 1996 Census of Population, during the period beginning on April 1, 1995 and ending on March 31, 1997;

WHEREAS the Public Service Commission has decided, pursuant to subsection 41(1) of the Public Service Employment Act, to exclude from the operation of the Public Service Employment Act all persons appointed for a specified period on or after April 1, 1995 for the purpose of being employed by Statistics Canada in the Clerical and Regulatory, Programme Administration, Administrative Services, Information Services and General Services groups in connection with data collection and data processing for the 1996 Census of Population, during the period beginning on April 1, 1995 and ending on March 31, 1997;

AND WHEREAS the Public Service Commission recommends, pursuant to subsection 37(1) of the Public Service Employment Act, that the Governor in Council make the annexed Regulations respecting the employment of persons appointed for a specified period on or after April 1, 1995 for the purpose of being employed by

- 2 -

Statistics Canada in the Clerical and Regulatory, Programme Administration, Administrative Services, Information Services and General Services groups in connection with data collection and data processing for the 1996 Census of Population, during the period beginning on April 1, 1995 and ending on March 31, 1997;

THEREFORE, HIS EXCELLENCY THE GOVERNOR GENERAL  
IN COUNCIL,

(a) on the recommendation of the Minister of Communications, is pleased hereby, pursuant to subsection 41(1) of the Public Service Employment Act, to make the annexed Order approving the exclusion by the Public Service Commission, from the operation of the Public Service Employment Act, of ~~all persons appointed for a specified period~~ on or after April 1, 1995 for the purpose of being employed by Statistics Canada in the Clerical and Regulatory, Programme Administration, Administrative Services, Information Services and General Services groups ~~in connection with data collection and data processing for the 1996 Census of Population~~, during the period beginning on April 1, 1995 and ending on March 31, 1997; and

(b) on the recommendation of the Minister of Communications and the Public Service Commission, is pleased hereby, pursuant to subsection 37(1) of the Public Service Employment Act, to make the annexed Regulations respecting the employment of persons appointed for a specified period on or after April 1, 1995 for the purpose of being employed by Statistics Canada in the Clerical and Regulatory, Programme Administration, Administrative Services, Information Services and General Services groups in connection with data collection and data processing for the 1996 Census of Population, during the period beginning on April 1, 1995 and ending on March 31, 1997.

CERTIFIED TO BE A TRUE COPY - COPIE CERTIFIÉE CONFORMÉMENT



ORDER APPROVING THE EXCLUSION BY THE PUBLIC SERVICE COMMISSION, FROM THE OPERATION OF THE PUBLIC SERVICE EMPLOYMENT ACT, OF ALL PERSONS APPOINTED FOR A SPECIFIED PERIOD ON OR AFTER APRIL 1, 1995 FOR THE PURPOSE OF BEING EMPLOYED BY STATISTICS CANADA IN THE CLERICAL AND REGULATORY, PROGRAMME ADMINISTRATION, ADMINISTRATIVE SERVICES, INFORMATION SERVICES AND GENERAL SERVICES GROUPS IN CONNECTION WITH DATA COLLECTION AND DATA PROCESSING FOR THE 1996 CENSUS OF POPULATION, DURING THE PERIOD BEGINNING ON APRIL 1, 1995 AND ENDING ON MARCH 31, 1997

*Short title*

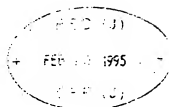
1. This Order may be cited as the *Statistics Canada 1996 Census of Population Terms Exclusion Approval Order*.

*Interpretation*

2. In this Order, "persons" means persons who are not employed pursuant to the *Public Service Employment Act* or the *Statistics Act* in the *Statistics Survey Operations*. (*personne*)

*Approval*

3. The exclusion by the Public Service Commission from the operation of the *Public Service Employment Act* of all persons appointed for a specified period on or after April 1, 1995 for the purpose of being employed by Statistics Canada in the Clerical and Regulatory, Programme Administration, Administrative Services, Information Services and General Services groups in connection with data collection and data processing for the 1996 Census of Population, during the period beginning on April 1, 1995 and ending on March 31, 1997, is hereby approved.



REGULATIONS RESPECTING THE EMPLOYMENT  
OF PERSONS APPOINTED FOR A SPECIFIED PERIOD  
ON OR AFTER APRIL 1, 1995 FOR THE PURPOSE OF  
BEING EMPLOYED BY STATISTICS CANADA IN THE CLERICAL  
AND REGULATORY, PROGRAMME ADMINISTRATION, ADMINISTRATIVE  
SERVICES, INFORMATION SERVICES AND GENERAL SERVICES GROUPS  
IN CONNECTION WITH DATA COLLECTION AND DATA PROCESSING FOR  
THE 1996 CENSUS OF POPULATION, DURING THE PERIOD  
BEGINNING ON APRIL 1, 1995 AND ENDING ON  
MARCH 31, 1997

*Short Title*

1. These Regulations may be cited as the *Statistics Canada 1996 Census of Population Terms Regulations*.

*Interpretation*

2. In these Regulations,  
"Order" means the *Statistics Canada 1996 Census of Population Terms Exclusion Approval Order*. (décret)

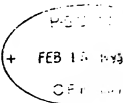
*Application*

3. These Regulations apply to persons and positions to which the Order applies.

*General*

4. Where Statistics Canada requires the services of a person in connection with data collection and data processing for the 1996 Census of Population, the Chief Statistician or a subordinate authorized by the Chief Statistician may select and appoint a person to a position.

5. (1) For the purposes of the application of section 4, the Chief Statistician or a subordinate authorized by the Chief Statistician may recruit persons who worked for Statistics Canada in connection with a previous Census of Population and whose performance at the time was fully satisfactory.



(2) Where the Chief Statistician or a subordinate authorized by the Chief Statistician elects not to recruit pursuant to subsection (1), he shall recruit persons from Public Service Commission Regional or District Offices and the selection of those persons shall be based on an order of merit.

6. The Chief Statistician or a subordinate authorized by the Chief Statistician may, on giving at least one day's notice to a person appointed under these Regulations, terminate the employment of this person where the services of that person are no longer required by reason of lack of work, the discontinuance of a function or the transfer of work or a function outside the Public Service.

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CANADA

PRIVY COUNCIL • CONSEIL PRIVÉ

C.P. 1.  
21 mars 1.

ATTENDU QUE la Commission de la fonction publique estime qu'il est difficilement réalisable et contraire aux intérêts de la fonction publique d'appliquer la Loi sur l'emploi dans la fonction publique aux personnes nommées pour une période déterminée à compter du 1<sup>er</sup> avril 1995 afin d'être employées par Statistique Canada dans les groupes Commis aux écritures et aux règlements, Administration des programmes, Services administratifs, Services d'information et Services divers relativement à la cueillette et au traitement des données dans le cadre du recensement de la population de 1996, au cours de la période commençant le 1<sup>er</sup> avril 1995 et se terminant le 31 mars 1997;

ATTENDU QUE la Commission de la fonction publique estime qu'il est souhaitable de prendre le Règlement concernant l'emploi avec Statistique Canada des personnes nommées pour une période déterminée à compter du 1<sup>er</sup> avril 1995 dans les groupes Commis aux écritures et aux règlements, Administration des programmes, Services administratifs, Services d'information et Services divers relativement à la cueillette et au traitement des données dans le cadre du recensement de la population de 1996, au cours de la période commençant le 1<sup>er</sup> avril 1995 et se terminant le 31 mars 1997;

ATTENDU QUE la Commission de la fonction publique a décidé, en vertu du paragraphe 41(1) de la Loi sur l'emploi dans la fonction publique, d'exempter de l'application de la Loi sur l'emploi dans la fonction publique, les personnes nommées pour une période déterminée à compter du 1<sup>er</sup> avril 1995 afin d'être employées par Statistique Canada dans les groupes Commis aux écritures et aux règlements, Administration des programmes, Services administratifs, Services d'information et Services divers relativement à la cueillette et au traitement des données dans le cadre du recensement de la population de 1996, au cours de la période commençant le 1<sup>er</sup> avril 1995 et se terminant le 31 mars 1997;

- 2 -

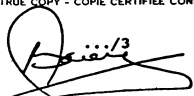
ATTENDU QUE la Commission de la fonction publique recommande, en vertu du paragraphe 37(1) de la Loi sur l'emploi dans la fonction publique, que le gouverneur en conseil prenne le Règlement concernant l'emploi avec Statistique Canada des personnes nommées pour une période déterminée à compter du 1<sup>er</sup> avril 1995 dans les groupes Commis aux écritures et aux règlements, Administration des programmes, Services administratifs, Services d'information et Services divers relativement à la cueillette et au traitement des données dans le cadre du recensement de la population de 1996, au cours de la période commençant le 1<sup>er</sup> avril 1995 et se terminant le 31 mars 1997, ci-après,

À CES CAUSES, il plaît à Son Excellence le Gouverneur général en conseil :

a) sur recommandation du ministre des Communications, de prendre, en vertu du paragraphe 41(1) de la Loi sur l'emploi dans la fonction publique, le Décret approuvant l'exemption par la Commission de la fonction publique de l'application de la Loi sur l'emploi dans la fonction publique des personnes nommées pour une période déterminée à compter du 1<sup>er</sup> avril 1995 afin d'être employées par Statistique Canada dans les groupes Commis aux écritures et aux règlements, Administration des programmes, Services administratifs, Services d'information et Services divers relativement à la cueillette et au traitement des données dans le cadre du recensement de la population de 1996, au cours de la période commençant le 1<sup>er</sup> avril 1995 et se terminant le 31 mars 1997, ci-après;

b) sur recommandation du ministre des Communications et de la Commission de la fonction publique, de prendre, en vertu du paragraphe 37(1) de la Loi sur l'emploi dans la fonction publique, le Règlement concernant l'emploi avec Statistique Canada des personnes nommées pour une période déterminée à compter du 1<sup>er</sup> avril 1995 dans les groupes Commis aux écritures et aux règlements, Administration des programmes, Services administratifs, Services d'information et Services divers relativement à la

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DÉCRET APPROUVANT L'EXEMPTION PAR LA  
COMMISSION DE LA FONCTION PUBLIQUE DE  
L'APPLICATION DE LA LOI SUR L'EMPLOI DANS  
LA FONCTION PUBLIQUE DES PERSONNES NOMMÉES  
POUR UNE PÉRIODE DÉTERMINÉE À COMPTER DU 1ER  
AVRIL 1995 AFIN D'ÊTRE EMPLOYÉES PAR STATISTIQUE  
CANADA DANS LES GROUPES COMMIS AUX ÉCRITURES ET  
AUX RÈGLEMENTS, ADMINISTRATION DES PROGRAMMES,  
SERVICES ADMINISTRATIFS, SERVICES D'INFORMATION ET  
SERVICES DIVERS RELATIVEMENT À LA CUEILLETTE ET AU  
TRAITEMENT DES DONNÉES DANS LE CADRE DU RECENSEMENT DE  
LA POPULATION DE 1996, AU COURS DE LA PÉRIODE  
COMMENÇANT LE 1ER AVRIL 1995 ET SE TERMINANT  
LE 31 MARS 1997

#### *Titre abrégé*

1. Décret concernant l'embauche par Statistique Canada de certaines personnes nommées pour une période déterminée dans le cadre du recensement de la population de 1996.

#### *Définitions*

2. La définition qui suit s'applique au présent décret.  
"personne" Personne qui n'est pas employée en vertu de la Loi sur l'emploi dans la fonction publique ou de la Loi sur la statistique dans la composante Opérations des enquêtes statistiques. (persons)

#### *Approbation*

3. Il est approuvé que soient exemptées par la Commission de la fonction publique de l'application de la Loi sur l'emploi dans la fonction publique toute personne nommée pour une période déterminée à compter du 1er avril 1995 afin d'être employée par Statistique Canada dans les groupes commis aux écritures et aux règlements, Administration des programmes, Services administratifs, Services d'information et Services divers relativement à la cueillette et au traitement des données dans le cadre du recensement de la population de 1996, au cours de la période commençant le 1er avril 1995 et se terminant le 31 mars 1997.

PSG 101

FEB 11 1995

RÈGLEMENT CONCERNANT L'EMPLOI AVEC  
STATISTIQUE CANADA DES PERSONNES NOMMÉES  
POUR UNE PÉRIODE DÉTERMINÉE À COMPTER DU  
1ER AVRIL 1995 DANS LES GROUPES COMMIS AUX  
ÉCRITURES ET AUX RÈGLEMENTS, ADMINISTRATION  
DES PROGRAMMES, SERVICES ADMINISTRATIFS, SERVICES  
D'INFORMATION ET SERVICES DIVERS RELATIVEMENT À LA  
CUEILLETTE ET AU TRAITEMENT DES DONNÉES DANS LE  
CADRE DU RECENSEMENT DE LA POPULATION DE 1996,  
AU COURS DE LA PÉRIODE COMMENÇANT LE 1ER AVRIL  
1995 ET SE TERMINANT LE 31 MARS 1997

*Titre abrégé*

1. Règlement concernant l'emploi avec Statistique Canada de certaines personnes dans le cadre du recensement de la population de 1996.

*Définitions*

2. Les définitions qui suivent s'appliquent au présent règlement.

"décret" Décret concernant l'embauche par Statistique Canada de certaines personnes nommées pour une période déterminée dans le cadre du Recensement de la population de 1996. (Order)

*Application*

3. Le présent règlement s'applique aux personnes visées par le décret.

*Dispositions générales*

4. Lorsque Statistique Canada désire embaucher une personne relativement à la cueillette ou au traitement des données dans le cadre du recensement de la population de 1996, le statisticien en chef ou le subordonné qu'il autorise à cette fin, peut choisir et nommer une personne au poste à pourvoir.

5. (1) Aux fins de l'application de l'article 4, le statisticien en chef ou le subordonné qu'il autorise à

cette fin, peut recruter des personnes ayant déjà été à l'emploi de Statistique Canada lors d'un précédent recensement de la population et dont la performance a été jugée pleinement satisfaisante.

(2) Lorsque le statisticien en chef ou le subordonné qu'il autorise à cette fin, choisit de ne pas pourvoir à un poste selon les dispositions prévues au paragraphe (1), il doit recruter les personnes par l'entremise des bureaux régionaux ou de districts de la Commission de la fonction publique et les personnes doivent être choisies selon un ordre au mérite.

6. Le statisticien en chef ou le subordonné autorisé à cette fin par le statisticien en chef, peut, en donnant un préavis d'au moins une journée à toute personne nommée en vertu du présent règlement, mettre fin à l'emploi de cette dernière lorsque les services de cette personne ne sont plus requis, soit par faute de travail, soit par suite de la suppression d'une fonction ou à cause de la cession du travail ou de la fonction à l'extérieur de la fonction publique.

**INFORMATION OFFICER (IS 01)  
CENSUS COMMUNICATIONS****JOB SUMMARY**

Plans and organizes a variety of promotional activities; writes texts suitable for various audiences; coordinates the production of communications materials and/or publications; and, responds to information requests from the general public and others.

**EDUCATION**

Bachelor degree in communications, journalism and/or an acceptable combination of education, training and/or experience.

**EXPERIENCE**

Experience in public relations.

Experience in the production of communications materials and publications.

Experience in operating micro-computers to retrieve, edit and transmit copy.

**KNOWLEDGE**

General knowledge of the principles and practices of communications.

General knowledge of the role of Statistics Canada and the Census.

**ABILITIES  
AND SKILLS**

Ability to take on a variety of developmental assignments such as writing, research and planning promotional activities.

Ability to meet deadlines.

Ability to communicate effectively orally

Specific skills (or proficiency) in reading and writing (P test).

**PERSONAL  
SUITABILITY**

Effective interpersonal relations, dependability and initiative.

**RELIABILITY/  
SECURITY**

Enhanced reliability check.

**OFFICIAL  
LANGUAGES  
PROFICIENCY**

Proficiency in the use of both the English and the French languages is essential.

## ÉNONCÉ DE QUALITÉS

### AGENT/AGENTE D'INFORMATION (IS-01) COMMUNICATIONS DU RECENSEMENT

<b>FONCTIONS</b>	Planifier et organiser diverses activités promotionnelles; rédiger des textes destinés à divers publics; coordonner la production de matériel de communications ou de publications; répondre aux demandes de renseignements du grand public et d'autres personnes et groupes.
<b>ÉTUDES</b>	Baccalauréat en communications, en journalisme ou toute combinaison acceptable d'études, de formation ou d'expérience.
<b>EXPÉRIENCE</b>	Expérience dans le domaine des relations publiques.  Expérience de la production de matériel de communications et de publications.  Expérience dans la récupération, la révision et la transmission de textes à l'aide d'un micro-ordinateur.
<b>CONNAISSANCES</b>	Connaissance générale des principes de base et des techniques de communications.  Connaissance générale du rôle de Statistique Canada et du recensement.
<b>CAPACITÉS ET</b>	Capacité d'entreprendre diverses tâches de <b>COMPÉTENCES</b> perfectionnement telles que la rédaction, la recherche et la planification d'activités promotionnelles.  Capacité de respecter les délais fixés.  Capacité de communiquer efficacement oralement.  Exige un niveau de compétence spécifique en lecture et en rédaction (test P).
<b>QUALITÉS PERSONNELLES</b>	Entregent, sens des responsabilités et initiative.
<b>FIABILITÉ ET SÉCURITÉ</b>	Vérification approfondie de fiabilité.
<b>COMPÉTENCE LINGUISTIQUE EN MATIÈRE DE LANGUES OFFICIELLES</b>	Une connaissance approfondie du français et de l'anglais est essentielle.

## STATEMENT OF QUALIFICATIONS

### WRITER/EDITOR (IS 01) CENSUS COMMUNICATIONS

<b>JOB SUMMARY</b>	Edits and writes a variety of technical and promotional texts related to the Census; writes texts suitable for various audiences; and coordinates the production of communications materials and/or publications.
<b>EDUCATION</b>	Bachelor degree in communications, journalism and/or an acceptable combination of education, training and/or experience.
<b>EXPERIENCE</b>	<p>Experience in writing and editing.</p> <p>Experience in the production of communications materials and publications.</p> <p>Experience in operating micro-computers to retrieve, edit and transmit copy.</p>
<b>KNOWLEDGE</b>	<p>General knowledge of writing and editing techniques.</p> <p>General knowledge of the role of Statistics Canada and the Census.</p>
<b>ABILITIES AND SKILLS</b>	<p>Ability to take on a variety of developmental assignments such as writing, editing and research.</p> <p>Ability to meet deadlines.</p> <p>Ability to communicate effectively orally.</p> <p>Specific skills (or proficiency) in reading and writing (P test).</p>
<b>PERSONAL SUITABILITY</b>	Effective interpersonal relations, dependability and initiative.
<b>RELIABILITY/ SECURITY</b>	Enhanced reliability check.
<b>OFFICIAL LANGUAGES PROFICIENCY</b>	Proficiency in the use of the English or French language is essential.

## ÉNONCÉ DE QUALITÉS

### RÉDACTEUR-RÉVISEUR/RÉDACTRICE-RÉVISEURE (IS 01) COMMUNICATIONS DU RECENSEMENT

<b>FONCTIONS</b>	Réviser et rédiger divers textes techniques ou promotionnels relatifs au recensement; rédiger des textes destinés à divers publics; coordonner la production de matériel de communications ou de publications.
<b>ÉTUDES</b>	Baccalauréat en communications, en journalisme ou toute combinaison acceptable d'études, de formation ou d'expérience.
<b>EXPÉRIENCE</b>	<p>Expérience de la rédaction et de la révision.</p> <p>Expérience de la production de matériel de communications et de publications.</p> <p>Expérience dans la récupération, la révision et la transmission de textes à l'aide d'un micro-ordinateur.</p>
<b>CONNAISSANCES</b>	<p>Connaissance générale des techniques de rédaction et de révision.</p> <p>Connaissance générale du rôle de Statistique Canada et du recensement.</p>
<b>CAPACITÉS ET COMPÉTENCES</b>	<p>Capacité d'entreprendre diverses tâches de perfectionnement telles que la rédaction, la révision et la recherche.</p> <p>Capacité de respecter les délais fixés.</p> <p>Capacité de communiquer efficacement oralement.</p> <p>Exige un niveau de compétence spécifique en lecture et en rédaction (test P).</p>
<b>QUALITÉS PERSONNELLES</b>	Entregent, sens des responsabilités et initiative.
<b>FIABILITÉ ET SÉCURITÉ</b>	Vérification approfondie de fiabilité.
<b>COMPÉTENCE LINGUISTIQUE EN MATIÈRE DE LANGUES OFFICIELLES</b>	Une connaissance approfondie du français ou de l'anglais est essentielle.

## **STATEMENT OF QUALIFICATIONS**

### **INFORMATION OFFICER (IS 02) CENSUS COMMUNICATIONS**

#### **JOB SUMMARY**

Provides communications services; researches and writes texts suitable for different target audiences; plans and coordinates the production of communications materials and/or publications; and, responds to information requests from the general public and others.

#### **EDUCATION**

Bachelor degree in communications, journalism and/or an acceptable combination of education, training and/or experience.

#### **EXPERIENCE**

Experience in public relations.

Experience in the planning and production of communications materials or publications.

Experience in operating micro-computers to retrieve, edit and transmit copy.

#### **KNOWLEDGE**

Knowledge of the principles and practices of communications.

Knowledge of Statistics Canada and the Census.

General knowledge of government communications policies.

#### **ABILITIES AND SKILLS**

Ability to research and analyse studies, reports and other sources of information and prepare relevant communications materials.

Ability to write texts suitable for various audiences; specific skills (or proficiency) in reading and writing (P test).

Ability to meet deadlines.

Ability to communicate effectively orally to a variety of audiences.

#### **PERSONAL SUITABILITY**

Judgement, dependability, initiative, good interpersonal relations and attention to detail.

#### **RELIABILITY/ SECURITY**

Enhanced reliability check.

#### **OFFICIAL LANGUAGES PROFICIENCY**

Proficiency in the use of both the English and French languages is essential.

## ÉNONCÉ DE QUALITÉS

### AGENT/AGENTE D'INFORMATION (IS-02) COMMUNICATIONS DU RECENSEMENT

<b>FONCTIONS</b>	Fournir des services en communications; effectuer des travaux de recherche et de rédaction de textes destinés à divers publics; planifier et coordonner la production de matériel de communications ou de publications; répondre aux demandes de renseignements du grand public et d'autres personnes et groupes.
<b>ÉTUDES</b>	Baccalauréat en communications, en journalisme ou toute combinaison acceptable d'études, de formation ou d'expérience.
<b>EXPÉRIENCE</b>	<p>Expérience dans le domaine des relations publiques.</p> <p>Expérience de la planification et de la production de matériel de communications et de publications.</p> <p>Expérience dans la récupération, la révision et la transmission de textes à l'aide d'un micro-ordinateur.</p>
<b>CONNAISSANCES</b>	<p>Connaissance des principes de base et des techniques de communications.</p> <p>Connaissance du rôle de Statistique Canada et du recensement.</p> <p>Connaissance générale des politiques gouvernementales en matière de communications.</p>
<b>CAPACITÉS ET COMPÉTENCES</b>	<p>Capacité de faire des recherches et d'analyser des études, rapports ou autres sources d'information et de préparer du matériel de communications pertinent.</p> <p>Capacité de rédiger des textes destinés à divers publics; exige un niveau de compétence spécifique en lecture et en rédaction (test P).</p> <p>Capacité de respecter les délais fixés.</p> <p>Capacité de communiquer efficacement oralement avec divers publics.</p>
<b>QUALITÉS PERSONNELLES</b>	Jugement, entregent, sens des responsabilités, initiative et attention particulière aux détails.

**FIABILITÉ ET  
SÉCURITÉ**

Vérification approfondie de fiabilité.

**COMPÉTENCE  
LINGUISTIQUE EN  
MATIÈRE DE LANGUES  
OFFICIELLES**

Une connaissance approfondie du français et de l'anglais est essentielle.

## **STATEMENT OF QUALIFICATIONS**

### **WRITER/EDITOR (IS 02) CENSUS COMMUNICATIONS**

#### **JOB SUMMARY**

Researches, writes and edits a variety of technical and promotional texts related to the Census; writes texts suitable for different target audiences; coordinates the production of communications materials and/or publications; provides communications services; and liaises with clients.

#### **EDUCATION**

Bachelor degree in communications, journalism and/or an acceptable combination of education, training and/or experience.

#### **EXPERIENCE**

Experience in writing or editing communications materials.

Experience in the planning and production of communications materials and publications.

Experience in operating micro-computers to retrieve, edit and transmit copy.

#### **KNOWLEDGE**

Knowledge of writing and editing techniques.

Knowledge of Statistics Canada and the Census.

General knowledge of government communications policies.

#### **ABILITIES AND SKILLS**

Ability to research and analyze studies, reports and other sources of information and prepare relevant communications materials.

Ability to write and edit texts suitable for various audiences; specific skills (or proficiency) in reading and writing (P test).

Ability to meet deadlines.

Ability to communicate effectively orally.

#### **PERSONAL SUITABILITY**

Judgement, dependability, initiative, good interpersonal relations and attention to detail.

#### **RELIABILITY/ SECURITY**

Enhanced reliability check.

#### **OFFICIAL LANGUAGES PROFICIENCY**

Proficiency in the use of the English or French language is essential.

## ÉNONCÉ DE QUALITÉS

### RÉDACTEUR-RÉVISEUR/RÉDACTRICE-RÉVISEURE (IS 02) COMMUNICATIONS DU RECENSEMENT

<b>FONCTIONS</b>	Effectuer des travaux de recherche, de rédaction et de révision de divers textes techniques ou promotionnels relatifs au recensement; rédiger des textes destinés à divers publics; coordonner la production de matériel de communication ou de publications; fournir des services en communications; assurer la liaison avec les clients.
<b>ÉTUDES</b>	Baccalauréat en communications, en journalisme ou toute combinaison acceptable d'études, de formation ou d'expérience.
<b>EXPÉRIENCE</b>	<p>Expérience de la rédaction et de la révision de documents de communications.</p> <p>Expérience de la production de matériel de communications et de publications.</p> <p>Expérience dans la récupération, la révision et la transmission de textes à l'aide d'un micro-ordinateur.</p>
<b>CONNAISSANCES</b>	<p>Connaissance des techniques de rédaction et de révision.</p> <p>Connaissance de Statistique Canada et du recensement.</p> <p>Connaissance générale des politiques gouvernementales en matière de communications.</p>
<b>CAPACITÉS ET COMPÉTENCES</b>	<p>Capacité de faire des recherches et d'analyser des études, rapports ou autres sources d'information et de préparer du matériel de communications pertinent.</p> <p>Capacité de rédiger ou de réviser des textes destinés à divers publics; exige un niveau de compétence spécifique en lecture et en rédaction (test P).</p> <p>Capacité de respecter les délais fixés.</p> <p>Capacité de communiquer efficacement oralement.</p>
<b>QUALITÉS PERSONNELLES</b>	Jugement, sens des responsabilités, initiative, entregent et attention particulière aux détails.

**FIABILITÉ ET  
SÉCURITÉ**

Vérification approfondie de fiabilité.

**COMPÉTENCE  
LINGUISTIQUE EN  
MATIÈRE DE LANGUES  
OFFICIELLES**

Une connaissance approfondie du français ou de l'anglais  
est essentielle.

## **STATEMENT OF QUALIFICATIONS**

### **SENIOR INFORMATION OFFICER (IS 03) CENSUS COMMUNICATIONS**

#### **JOB SUMMARY**

Provides communications advice and services; researches and writes communications material for different target audiences; plans and coordinates the production of communications materials and/or publications; manages projects; responds to information requests, complaints and statements by the general public and others; and oversees the work of staff.

#### **EDUCATION**

Bachelor degree in communications, journalism and/or an acceptable combination of education, training and/or experience.

#### **EXPERIENCE**

Experience in public relations.

Experience in the planning and implementing of communications strategies and assignments.

Experience in the planning or production of communications materials or publications.

Experience in operating micro-computers to retrieve, edit and transmit copy.

#### **KNOWLEDGE**

Knowledge of the principles and practices of communications.

Knowledge of Statistics Canada and the Census.

Knowledge of government communications policies.

#### **ABILITIES AND SKILLS**

Ability to plan, organize and control multiple projects.

Ability to analyze clients needs and propose appropriate strategies and activities.

Ability to analyze, evaluate and resolve operational and staff problems.

Ability to write texts suitable for various audiences; specific skills (or proficiency) in reading and writing (P test).

Ability to meet deadlines.

Ability to communicate effectively orally to a variety of audiences.

Ability to supervise.

**PERSONAL  
SUITABILITY**

Judgement, dependability, initiative, good interpersonal relations and attention to detail.

**RELIABILITY/  
SECURITY**

Enhanced reliability check.

**OFFICIAL  
LANGUAGES  
PROFICIENCY**

Proficiency in the use of both the English and French languages is essential.

## ÉNONCÉ DE QUALITÉS

### AGENT D'INFORMATION PRINCIPAL/ AGENTE D'INFORMATION PRINCIPALE (IS 03) COMMUNICATIONS DU RECENSEMENT

#### FONCTIONS

Fournir des conseils et services en communications; effectuer des travaux de recherche et de rédaction en vue de préparer du matériel de communications destiné à divers publics; planifier et coordonner la production de matériel de communications ou de publications; gérer divers projets; répondre aux demandes de renseignements, aux plaintes et aux déclarations du grand public et d'autres personnes et groupes; surveiller le travail d'autres personnes.

#### ÉTUDES

Baccalauréat en communications, en journalisme ou toute combinaison acceptable d'études, de formation ou d'expérience.

#### EXPÉRIENCE

Expérience dans le domaine des relations publiques.

Expérience de la planification et de la mise en oeuvre des stratégies et des activités de communications.

Expérience de la planification ou de la production de matériel de communications ou de publications.

Expérience dans la récupération, la révision et la transmission de textes à l'aide d'un micro-ordinateur.

#### CONNAISSANCES

Connaissance des principes de base et des techniques de communications.

Connaissance de Statistique Canada et du recensement.

Connaissance des politiques gouvernementales en matière de communications.

#### CAPACITÉS ET COMPÉTENCES

Capacité de planifier, d'organiser et de contrôler de nombreux projets.

Capacité d'analyser les besoins des clients et de suggérer les stratégies et activités nécessaires.

Capacité d'analyser, évaluer et résoudre les problèmes opérationnelles et de personnel.

Capacité de rédiger ou de réviser des textes destinés à divers publics; exige un niveau de compétence spécifique ou une habileté à lire et à écrire (test P).

Capacité de respecter les délais fixés.

Capacité de communiquer efficacement oralement avec divers publics.

Capacité de superviser.

**QUALITÉS  
PERSONNELLES**

Jugement, sens des responsabilités, initiative, entregent et attention particulière aux détails.

**FIABILITÉ ET  
SÉCURITÉ**

Vérification approfondie de fiabilité

**COMPÉTENCE  
LINGUISTIQUE EN  
MATIÈRE DE LANGUES  
OFFICIELLES**

Une connaissance approfondie du français et de l'anglais est essentielle.

## **STATEMENT OF QUALIFICATIONS**

### **SENIOR WRITER/EDITOR (IS 03) CENSUS COMMUNICATIONS**

#### **JOB SUMMARY**

Provides communications advice and services; researches, writes and edits communications material for different target audiences; plans and coordinates the production of communications materials and/or publications; manages projects; and oversees the work of staff.

#### **EDUCATION**

Bachelor degree in communications, journalism and/or an acceptable combination of education, training and/or experience.

#### **EXPERIENCE**

Experience in writing or editing communications materials.

Experience in the planning and implementing of communications strategies and assignments.

Experience in the planning and production of communications materials or publications.

Experience in operating micro-computers to retrieve, edit and transmit copy.

#### **KNOWLEDGE**

Knowledge of writing and editing techniques.

Knowledge of Statistics Canada and the Census.

Knowledge of government communications policies.

#### **ABILITIES AND SKILLS**

Ability to plan, organize and control multiple projects.

Ability to research and analyze studies, reports and other sources of information and prepare relevant communications materials.

Ability to coordinate the writing and review of communications materials.

Ability to write and edit texts suitable for various audiences; specific skills (or proficiency) in reading and writing (P test).

Ability to meet deadlines.

Ability to communicate effectively orally to a variety of audiences.

Ability to supervise.

**PERSONAL  
SUITABILITY**

Judgement, dependability, initiative, good interpersonal relations and attention to detail.

**RELIABILITY/  
SECURITY**

Enhanced reliability check.

**OFFICIAL  
LANGUAGES  
PROFICIENCY**

Proficiency in the use of the English or French language is essential.

## ÉNONCÉ DE QUALITÉS

### RÉDACTEUR/RÉVISEUR PRINCIPAL/ RÉDACTRICE/RÉVISEURE PRINCIPALE (IS 03) COMMUNICATIONS DU RECENSEMENT

#### FONCTIONS

Fournir des conseils et services en communications; effectuer des travaux de recherche, de rédaction et de révision en vue de préparer du matériel de communications destinés à divers publics; planifier et coordonner la production de matériel de communications ou de publications; gérer divers projets; surveiller le travail d'autres personnes.

#### ÉTUDES

Baccalauréat en communications, en journalisme ou toute combinaison acceptable d'études, de formation ou d'expérience.

#### EXPÉRIENCE

Expérience de la rédaction et de la révision de documents de communications.

Expérience de la planification et de la mise en oeuvre des stratégies et des activités de communications.

Expérience de la planification ou de la production de matériel de communications ou de publications.

Expérience dans la récupération, la révision et la transmission de textes à l'aide d'un micro-ordinateur.

#### CONNAISSANCES

Connaissance des techniques de rédaction et de révision.

Connaissance de Statistique Canada et du recensement.

Connaissance des politiques gouvernementales en matière de communications.

#### CAPACITÉS ET COMPÉTENCES

Capacité de planifier, d'organiser et de contrôler de nombreux projets.

Capacité de faire des recherches et d'analyser des études, rapports ou autres sources d'information et de préparer du matériel de communications pertinent.

Capacité de coordonner la rédaction et la revue de documents de communications.

Capacité de rédiger ou de réviser des textes destinés à divers publics; exige un niveau de compétence spécifique en lecture et en rédaction (test P).

Capacité de respecter les délais fixés.

Capacité de communiquer efficacement oralement avec divers publics.

Capacité de superviser.

**QUALITÉS  
PERSONNELLES**

Jugement, sens des responsabilités, initiative, entregent et attention particulière aux détails.

**FIABILITÉ ET  
SÉCURITÉ**

Vérification approfondie de fiabilité.

**COMPÉTENCE  
LINGUISTIQUE EN  
MATIÈRE DE LANGUES  
OFFICIELLES**

Une connaissance approfondie du français et de l'anglais est essentielle.

**STATEMENT OF QUALIFICATIONS  
IS 04 - HEAD, WRITING/EDITING UNIT  
CENSUS COMMUNICATIONS**

**Communications Division**

721-206

**JOB SUMMARY**

Manages and provides writing and editorial advice, services and training to the Census Communications project; provides writing and editorial advice, services and training to senior Census managers; plans and coordinates the writing, editing and approval process of internal and external census products and promotional materials; develops and implements technical or promotional products and services based on desk and in-field research; recommends modifications and enhancements to the census writing/editorial program; directs and assesses the work of staff; and manages the Unit's annual budget.

**EDUCATION**

Graduation from a recognized university with a specialization in communications and/or some specialty related to journalism or public relations.

An acceptable combination of education, training and/or experience may also be accepted.

**EXPERIENCE**

Extensive experience as a professional writer/editor.

Extensive experience in providing writing and editorial advice on a variety of communication materials including publications, backgrounders, briefing notes, newsletters, annual reports, brochures, etc.

Experience in providing writing and editorial training to senior Census managers.

Experience in managing the writing, production and distribution of internal communications projects such as employee newsletters, manuals, handbooks and guides.

Experience in managing the work of staff and the annual budget of a work unit.

## **KNOWLEDGE**

Knowledge of the mandate, programs and products of Statistics Canada, the Communications Division and the Census including knowledge of federal communications policies, practices and procedures.

Extensive knowledge of the theories and principles of good writing and editing practices.

Knowledge of presentation standards, editorial policies, standards and style guidelines.

Knowledge of the methods, techniques and practices of writing, editing, translating, comparing and proofreading, developing and producing technical and promotional communication material.

## **ABILITIES AND SKILLS**

Ability to negotiate and administer a variety of external contracts.

Ability to assess and evaluate publications and communications materials for use of language, style and vocabulary and to identify errors of fact, grammar and style.

Ability to write and edit a variety of technical and promotional materials including social, economic and statistical documents.

Ability to communicate orally and in writing.

Ability to work under tight deadlines

## **PERSONAL SUITABILITY**

Reliability, thoroughness, judgement, tact, initiative, good interpersonal skills.

## **RELIABILITY/ SECURITY**

Enhanced reliability check.

## **OFFICIAL LANGUAGES PROFICIENCY**

Proficiency in the use of both English and the French languages is essential.

CCC/CBC (Imperative)

**ÉNONCÉ DE QUALITÉS**  
**IS 04 - CHEF, SOUS-SECTION DE RÉDACTION ET DE RÉVISION FRANÇAISE**  
**Projet des communications du recensement**  
**Division des communications**

**RÉSUMÉ DES FONCTIONS**

Gère la prestation de conseils, de services et de formation touchant la rédaction et la révision au sein du Projet des communications du recensement et accomplit ces activités; fournit des conseils, des services et de la formation en matière de rédaction et de révision aux gestionnaires supérieurs du Recensement; planifie et coordonne les activités de rédaction et de révision et le processus d'approbation du matériel de promotion et des produits du recensement préparés à l'interne et à l'externe; conçoit et met sur pied des produits et services techniques ou promotionnels basés sur des études documentaires et des recherches sur le terrain; recommande des modifications et des améliorations aux programmes et aux politiques de rédaction du recensement; dirige et évalue le travail du personnel; et gère le budget annuel de la sous-section.

**ÉTUDES**

Diplôme d'une université reconnue dans une spécialité en communication et/ou dans une autre spécialité reliée au journalisme ou aux relations publiques.

Une combinaison acceptable d'études, de formation et/ou d'expérience pourra aussi être acceptée.

**EXPÉRIENCE**

Grande expérience à titre de rédacteur-réviseur professionnel.

Grande expérience de la prestation de conseils en matière de rédaction et de révision en ce qui a trait à une variété de documents de communication, y compris les publications, les documents d'information, les notes documentaires, les bulletins, les rapports annuels, les brochures.

Expérience de la prestation de formation en matière de rédaction et de révision aux gestionnaires supérieurs du recensement.

Expérience de la gestion de la rédaction, de la production et de la distribution de projets de communications internes tels les bulletins destinés aux employés, les manuels et les guides.

Expérience de la gestion du travail du personnel et de la gestion du budget annuel de la sous-section.

## **CONNAISSANCES**

Connaissance du mandat, des programmes et des produits de Statistique Canada, de la Division des communications et du recensement, y compris la connaissance des politiques, pratiques et procédures fédérales en matière de communication.

Vaste connaissance des théories et principes de la rédaction et de la révision efficaces.

Connaissance des normes de présentation, des politiques en matière de rédaction et des lignes directrices en matière de style et de normes.

Connaissance des méthodes, techniques et pratiques s'appliquant à la rédaction, à la révision, à la traduction, à la comparaison et à la correction d'épreuves, à l'élaboration et à la production de documents techniques et promotionnels.

## **CAPACITÉS ET COMPÉTENCES**

Capacité de négocier des projets internes à recouvrement des coûts et de mettre en place et de gérer une variété de contrats externes.

Capacité de juger et d'évaluer du matériel de communication en ce qui a trait à l'utilisation de la langue, au style et au vocabulaire et d'identifier des erreurs de fait, de grammaire et de style.

Capacité de rédiger et de réviser une variété de documents techniques et promotionnels, y compris des documents de nature sociale, économique et statistique.

Capacité de communiquer verbalement et à l'écrit.

Capacité de travailler dans des délais serrés.

**QUALITÉS PERSONNELLES**

Fiabilité, minutie, jugement, tact, initiative, bonnes relations interpersonnelles.

**FIABILITÉ ET SÉCURITÉ**

Vérification approfondie de fiabilité.

**COMPÉTENCES  
LINGUISTIQUES EN  
MATIÈRE DE LANGUES  
OFFICIELLES**

Compétences linguistiques dans les deux langues officielles exigées.

CCC/PPC (impératif).

Chart Title — Titre de l'organigramme

COMMUNICATIONS DIVISION — CENSUS COMMUNICATIONS  
SECTION / DIVISION DES COMMUNICATIONS, SECTION DES  
COMMUNICATIONS DU RECENSEMENT

DIRECTOR / DIRECTEUR

W. Smith

MANAGER, CENSUS COMMUNICATIONS / CHARGÉ  
DES COMMUNICATIONS DU RECENSEMENT

D. Sewell

Page 5 Of 7 Pages

Effective Date — Prend effet le

Interim  
Intérimaire

Approved by — Approuvé par

PUBLIC RELATIONS / RELATIONS  
PUBLIQUES

J. Backstead

SENIOR INFORMATION OFFICER /  
AGENT D'INFORMATION  
PRINCIPAL

SENIOR INFORMATION OFFICER /  
AGENT D'INFORMATION  
PRINCIPAL

SENIOR INFORMATION OFFICER /  
AGENT D'INFORMATION  
PRINCIPAL

WRITING/EDITING / RÉDACTION-  
RÉVISION

C. Campbell

SENIOR WRITER-EDITOR /  
RÉDACTEUR-RÉVISEUR PRINCIPAL

WRITER-EDITOR / RÉDACTEUR-  
RÉVISEUR

SENIOR WRITER-EDITOR /  
RÉDACTEUR-RÉVISEUR PRINCIPAL

WRITER-EDITOR / RÉDACTEUR-  
RÉVISEUR

MATERIAL COORDINATION /  
COORDINATION DU MATÉRIEL

A.M. Fleury

CLERK / COMMIS

Chart Title — Titre de l'organigramme

1996 CENSUS PUBLIC COMMUNICATIONS /  
COMMUNICATIONS PUBLIQUES DU  
RECENSEMENT DE 1996  
ATLANTIC REGION / RÉGION DE L'ATLANTIQUE

ORGANIZATION CHART — ORGANIGRAMME

Page 1 Of 5 Pages  
Effective Date — Prend effet le

Approved by — Approuvé par

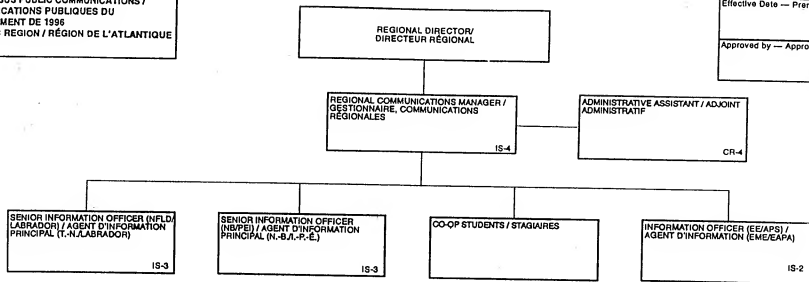


Chart Title — Titre de l'organigramme

1996 CENSUS PUBLIC COMMUNICATIONS /  
COMMUNICATIONS PUBLIQUES DU  
RECENSEMENT DE 1996  
QUEBEC REGION / RÉGION DU QUÉBEC

ORGANIZATION CHART — ORGANIGRAMME

Page 2 Of 5 Pages

Effective Date — Prend effet le

Approved by — Approuvé par

REGIONAL DIRECTOR /  
DIRECTEUR RÉGIONAL

REGIONAL COMMUNICATIONS MANAGER /  
GESTIONNAIRE, COMMUNICATIONS  
RÉGIONALES

IS-4

ADMINISTRATIVE ASSISTANT / ADJOINT  
ADMINISTRATIF

CR-4

SENIOR INFORMATION OFFICER /  
AGENT D'INFORMATION PRINCIPAL

IS-3

SENIOR INFORMATION OFFICER / AGENT  
D'INFORMATION PRINCIPAL

IS-3

OFFICE ASSISTANT / COMMIS DE  
BUREAU

CR-3

INFORMATION OFFICER / AGENT  
D'INFORMATION

IS-2

INFORMATION OFFICER / AGENT  
D'INFORMATION

IS-2

INFORMATION OFFICER / AGENT  
D'INFORMATION

IS-2

Chart Title — Titre de l'organigramme

1996 CENSUS PUBLIC COMMUNICATIONS /  
COMMUNICATIONS PUBLIQUES DU  
RECENSEMENT DE 1996  
ONTARIO REGION / RÉGION DE L'ONTARIO

ORGANIZATION CHART — ORGANIGRAMME

Page 3 Of 5 Pages  
Effective Date — Prend effet le

Approved by — Approuvé par

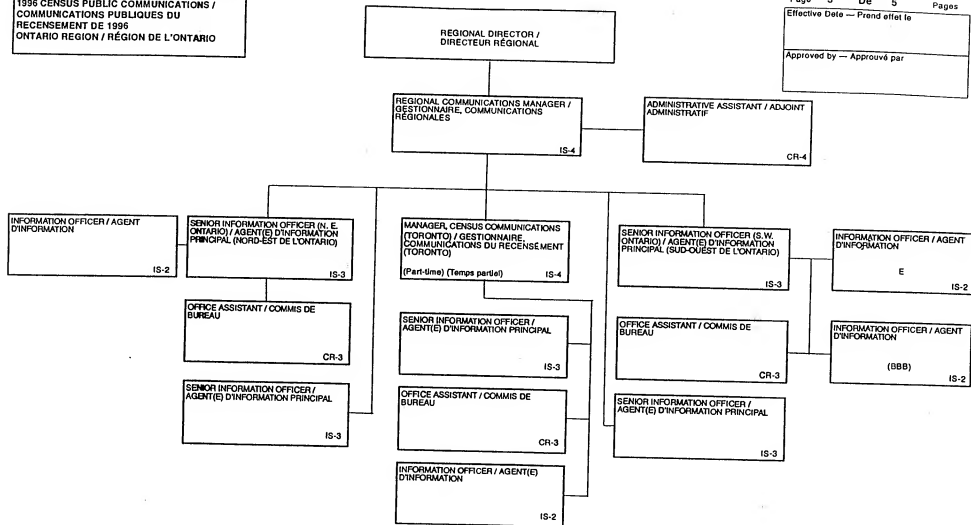


Chart Title — Titre de l'organigramme

1996 CENSUS PUBLIC COMMUNICATIONS /  
COMMUNICATIONS PUBLIQUES DU  
RECENSEMENT DE 1996  
PRAIRIE REGION / RÉGION DES PRAIRIES

# ORGANIZATION CHART — ORGANIGRAMME

Page 4 Of 5 Pages  
Effective Date — Prend effet le

Approved by — Approuvé par

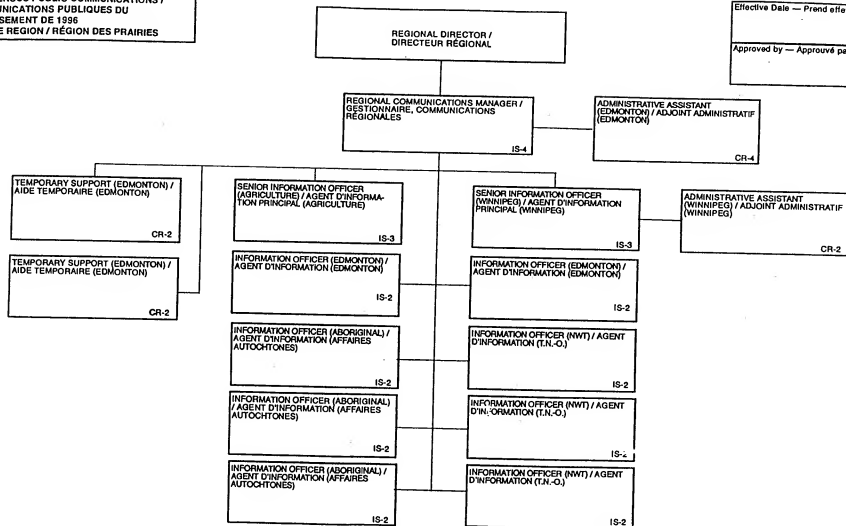


Chart Title — Titre de l'organigramme

1996 CENSUS PUBLIC COMMUNICATIONS /  
COMMUNICATIONS PUBLIQUES DU  
RECENSEMENT DE 1996  
PACIFIC REGION / RÉGION DU PACIFIQUE

ORGANIZATION CHART — ORGANIGRAMME

Page 5 Of 5 Pages  
De 5

Effective Date — Prend effet le

Approved by — Approuvé par

REGIONAL DIRECTOR /  
DIRECTEUR RÉGIONAL

REGIONAL COMMUNICATIONS MANAGER /  
GESTIONNAIRES, COMMUNICATIONS  
RÉGIONALES

IS-4

ADMINISTRATIVE ASSISTANT / ADJOINT  
ADMINISTRATIF

CR-4

SENIOR INFORMATION OFFICER /  
AGENT D'INFORMATION PRINCIPAL

IS-3

INFORMATION OFFICER / AGENT  
D'INFORMATION

IS-2

INFORMATION OFFICER / AGENT  
D'INFORMATION

IS-2

SENIOR INFORMATION OFFICER / AGENT  
D'INFORMATION PRINCIPAL

IS-3

INFORMATION OFFICER / AGENT  
D'INFORMATION

IS-2

INFORMATION OFFICER / AGENT  
D'INFORMATION

IS-2

## APPENDIX/APPENDICE 4

### IS-2 Interview Writer-Editor

1. Please tell us why you think you are qualified to work as a writer/editor?
2. In general, what does Statistics Canada do as the country's central statistical agency? What do you know about the Census?
3. How does the Government Communications Policy have a major effect on the work of writers-editors in Statistics Canada?
4. What reference authorities would you consult when writing and editing?
5. On Monday morning, you arrive at the office to find:
  - a) Your manager is absent. She has an urgent message to see the director.
  - b) You have a morning meeting with a new client to discuss the editing of their new publication.
  - c) An article, which you are editing, is due at translation at noon. If missed, this deadline will delay publication.
  - d) The divisional staff meeting is scheduled for this morning and, as your manager is absent, you are expected to introduce a new staff member.
  - e) The Director General wants additional changes to the minutes you have been preparing.

Based on this list, how would you organize your day? Justify your reasoning.

6. The Census Communications Group is preparing a document describing the Census. This handbook will be distributed to 200 Canadian companies.

You've been handed a first draft of a 15-page handbook. What steps would you follow to have the document produced?

#### Reference Check

What type of software have you worked with? Have you ever worked with E-mail or on a network?

1. **10 points:** communicate effectively orally (all questions).
2. **10 points:**  
5 points : collect, compile, analyze and publish statistical information on the economic, social and general conditions of the country and its citizen  
5 points:
  - economic i.e. labour force, CPI (inflation), international trade, income, retail trade, employment, unemployment insurance, agriculture, etc.
  - social i.e. health, justice, education, travel, etc
  - general conditions, i.e. Census, GSS, etc.
3. **10 points:** 1 points for knowing about the policy  
3 points for each statement
4. **10 points:** 5 points for each source mentioned i.e., dictionaries (Gage, Webster's, Oxford, Houghton Mifflin Canadian Disctionary), Words into Type, CP Style Book, Chicago Style Book, etc.
5. **15 points:**  
5 points: setting a logical order:  
candidate is not asked to act for the manager but director should be notified  
meeting with client can possibly be rescheduled  
arrangements should be for each item (ie. delegate, request assistance, post-pone) and each item should be followed-up to ensure that all items were taken care of.  
  
10 points: 2 points for each item:  
Proposed logical order:
  - a. inform director of the manager's absence, and ask if you can help in regard to the urgent message
  - b. edit article -- assess time required
  - c. reschedule marketing meeting with client, if required
  - d. complete DG minutes later in the day after confirming with DG that this acceptable
  - e. Attend divisional staff meeting to deliver remarks only if everything falls into place; otherwise, skip and delegate the responsibility to another team member.
6. **10 points:** editing, approvals, translation, layout (format, size, colour), budget, printing, distribution
7. **25 points:** reference check.
8. **10 points:** Tact, judgement, dependability, good interpersonal relations, attention to detail.

Copy on File  
Copie au Dossier

GESTION DES DOCUMENTS

To: A. D. Lowell

MAR 15 1989

File / Dossier

100-780-0

Chg'd. To / Transmis à

Circular No.: 1984-4

T.B. No.: 790228

Date: February 10, 1984

To: Deputy Heads of Departments  
and Heads of Agencies

Subject: Guidelines for the  
Representative Depiction  
of Visible and Ethnic  
Minorities and Aboriginal  
Peoples in Government  
Communications

Circulaire n°: 1984-4

C.T. n°: 790228

Date: le 10 février 1984

Aux: Sous-chefs des ministères et chefs  
des organismes

Objet: Lignes de conduite touchant la  
représentation des minorités  
visibles et ethniques, et celle  
des autochtones dans les  
communications gouvernementales

.1 Introduction

These guidelines are based on the principle and policy of multiculturalism within a bilingual framework. Within this context, all groups, irrespective of ancestry and ethnic origin, are and must be portrayed as equally productive and contributing members of Canadian society.

The guidelines reflect the commitment of the government to the policy of fair and representative depiction as regards race and ethnic origin in all government communications. In practice, the guidelines, and the monitoring thereof, are intended to help correct biases and stereotypes which constitute barriers to full participation in Canadian society.

The guidelines apply to all internal and external federal government communications. This includes written, visual (slides, films, posters, publication covers, graphics, advertising) and oral (speeches, voice-overs, dialogues) material produced by the federal government, or contracted for or purchased from the private sector.

Whereas it is impossible to list every type of communication material issued by the federal government, the most common forms are included here.

The guidelines should not be presumed to preclude any area not specifically mentioned.

## FINANCIAL SIGNING AUTHORITIES

For any particular payment, authority under Sections 33 & 34 of the Financial Administration Act (FAA) shall not be exercised by the same officer and no officer may exercise authority under either section with respect to a payment from which he can personally benefit.

Delegations are subject to the restrictions imposed on specimen signature cards, and are subject to all statutes, Treasury Board regulations and departmental directives.

Payment authority under Section 33 FAA shall not be exercised unless certification under spending authority (Section 34 FAA) has been provided.

FOR 1996 CENSUS

FINANCIAL SIGNING AUTHORITIES

For any particular payment, authority under Sections 33 & 34 of the Financial Administration Act (FAA) shall not be exercised by the same officer and no officer may exercise authority under either section with respect to a payment from which he can personally benefit.

Delegations are subject to the restrictions imposed on specimen signature cards, and are subject to all statutes, Treasury Board regulations and departmental directives.

Payment authority under Section 33 FAA shall not be exercised unless certification under spending authority (Section 34 FAA) has been provided.

POSITION TITLE 1	AUTHORITY 2	SPENDING AUTHORITY — EXPENDITURE INITIATION																PERFORMANCE	PAYMENT REQUISITION AUTHORITY
		3	4	5	CONTRACTS						EMPLOYEE EXPENSES								
					6	7	8	9	10	11	12	13	14	15	16	17			
																	SEE NOTE 2		
		Commitment Authority Section 32(1) FAA Requests for Goods and Services (See note 1)		Entry into Contract for Services	Hiring Interpreters and Guides	Rental of Aircrafts, Boats and Motorized Vehicles	Rental of Classrooms, Testing Facilities, Office Space	Local Purchase Orders	Purchases for Emergencies Only	Domestic Travel and Advances	Hospitality	Local Pay, Statistics Act Employees Fees and Expenses	Emergency Salary Advances and Overtime	Gift Certificates Requested by Section 34 FAA	Requisition Payments Under Section 33 FAA (Including Journal Vouchers)	Pay-in-advance Documents and Journal Vouchers			
SPECIFIC DELEGATION DIRECTOR GENERAL — REGIONAL OPERATIONS, OTTAWA	ALL REGIONS	F	F	300K	5K	16K	20K	2.6K	50K	F	1.5K	F	F	F	F				
MANAGER CENSUS COLLECTION	ALL REGIONS	F	50K	200K	3K	15K	20K	2.5K	25K	F	1.5K	F	F	F	F				
RESOURCE MANAGEMENT ADVISOR	ALL REGIONS														F				
DIRECTORS OF REGIONS	OWN REGION	F	50F	200K	3K	15K	20K	2.6K	25K	F	1.5K	F	F	F	F	F			
ASSISTANT DIRECTORS — CENSUS OPERATIONS	OWN REGION	F	10K	500	2K	5K	15K	2.5K	5K	F	100	F	F	F	F	F			
REGIONAL MANAGERS, MANAGEMENT SERVICES & INFORMATICS	OWN REGION	F	1200	500	2K	1K	8K	2.5K	2.5K	F		F	F	F	F	F			
CENSUS SERVICES MANAGERS	OWN REGION	F	1200	500	2K	1K	8K	2.5K	2.5K	F		F	F	F	F	F			
REGIONAL CENSUS MANAGERS	OWN REGION		1200	200	2K	1K	8K	2.5K	2.5K	F		F	F	F					
CENSUS DISTRICT MANAGERS	OWN REGION				2K		5K			F		F		F					
CENSUS AREA MANAGERS	OWN REGION						500							500					
FINANCIAL SERVICES SUPERVISORS OR EQUIVALENT	OWN REGION	F													F	F			
CENSUS PUBLIC COMMUNICATION OFFICER	OWN REGION							500	400	100	F		F	F	F				
CE TASK MANAGER CENSUS OPERATIONS	OWN REGION	F	10K	500	2K	5K	10K	2.5K	5K	F	100	F	F	F	F	F			
ASSISTANT MANAGER ADMINISTRATION	OWN REGION	F	1200	500	2K		8K	2.5K	2.5K	F		F	F	F	F	F			
DISTRICT OFFICE MANAGER	OWN REGION	F	1200	500	2K	1K	8K	2.5K	2.5K	F		F	F	F	F				
DISTRICT OFFICE RECRUITMENT OFFICER	OWN REGION						500	400	100	F		F	F	F					
ASSISTANT MANAGER FIELD OPERATIONS	OWN REGION						5K				F	F		F					
FIELD OPERATIONS SUPERVISORS	OWN REGION					500	500	500						500					
SUPERVISOR ACCOUNTS PAYABLE	OWN REGION	F														F			

**NOTES**

1. Column 4 refers to regulations processed through Central Service Agencies such as Supply and Services Canada (SSC).

2. Columns 5 to 10 incl. refer to contracts entered into with suppliers without going through Central Service Agencies.

**Legend:**

F = Full Authority Subject to Treasury Board Regulations

K = Thousand Dollars

CRF = Consolidated Revenue Fund

FAA = Financial Administration Act

## NOTES

1. Column 4 refers to regulations processed through Central Service Agencies such as Supply and Services Canada (SSC).

2. Columns 5 to 10 incl. refer to contracts entered into with suppliers without going through Central Service Agencies.

## Legend:

F = Full Authority Subject to Treasury Board Regulations

K = Thousand Dollars

CRF = Consolidated Revenue Fund

FAA = Financial Administration Act

POUVOIRS DE SIGNATURE EN MATIÈRE  
DE FINANCES

Les pouvoirs accordés en vertu des Articles 33 et 34 de la Loi sur l'administration financière (LAF) ne seront pas exercés, à l'égard de tout paiement, par le même agent et aucun agent ne peut exercer ces pouvoirs en vertu de l'un ou l'autre de ces articles à l'égard d'un paiement dont il peut personnellement bénéficier.

Les délégations sont assujetties aux restrictions imposées sur les cartes de spécimen de signature et à toutes les lois, à tous les règlements du Conseil du trésor et à toutes les directives de Statistique Canada.

Le pouvoir de payer selon l'Article 33 de LAF ne doit pas être exercé à moins qu'une attestation en vertu du pouvoir de dépenser (Article 34 de la LAF) ait été fournie.

TITRE DU POSTE 1	POUVOIR 2	Pouvoir Article 32(1) 3	Dépense indirecte 4	Passage 5	Emploi et 6	Location et 7	Location des 8	Com 9	Achats 10	Voyages 11	Accom 12	Pouvoir de sur 13	Avance 14	Copie 15	16	Pouvoir de 17	REMARQUES
DÉLÉGATION SPÉCIFIQUE DIRECTEUR GÉNÉRAL OPÉRATIONS RÉGIONALES, OTTAWA	TOUTES LES RÉGIONS	P	P	300K	5K	15K	20K	2.5K	50K	P	1.5K	P	P	P	P		1. La colonne 4 s'agit des demandes listées par l'intermédiaire des Organismes centraux de services et d'approvisionnement et services Canada (ASC).
GÉRANT, COLLECTE DU RECENSEMENT	TOUTES LES RÉGIONS	P	50K	200K	3K	15K	20K	2.5K	25K	P	1.5K	P	P	P	P		2. Les colonnes 5 à 10 ont trait aux mar- chés conclus avec des fournisseurs sans passer par les Organismes cen- traux de services.
CONSEILLER EN GESTION DES RESSOURCES	TOUTES LES RÉGIONS														P		Légende:  P = plein pouvoir assujéti aux règlements du Conseil du trésor  K = mille dollars  FRC = fonds du revenu consacré  LAF = Loi sur l'administration financière
DIRECTEURS DES RÉGIONS	PROPRE RÉGION	P	50F	200K	3K	15K	20K	2.5K	25K	P	1.5K	P	P	P	P	P	
DIRECTEUR ADJOINT OPÉRATIONS OU RECENSEMENT	PROPRE RÉGION	P	10K	500	2K	5K	15K	2.5K	5K	P	100	P	P	P	P	P	
GÉRANT RÉGIONAL - SERVICES DE GESTION ET INFORMATIQUE	PROPRE RÉGION	P	1200	500	2K	1K	5K	2.5K	2.5K	P		P	P	P	P	P	
GESTIONNAIRE DES SERVICES DU RECENSEMENT	PROPRE RÉGION	P	1200	500	2K	1K	5K	2.5K	2.5K	P		P	P	P	P	P	
CHEF RÉGIONAL DU RECENSEMENT	PROPRE RÉGION		1200	200	2K	1K	5K	2.5K	2.5K	P		P	P	P			
CHEF DE DISTRICT DU RECENSEMENT	PROPRE RÉGION				2K		5K			P		P					
CHEF DE ZONE DU RECENSEMENT	PROPRE RÉGION						500							500			
SURVEILLANT DES FINANCES OU ÉQUIVALENT	PROPRE RÉGION	P														P	P
AGENT DE COMMUNICATION PUBLIQUE - RECENSEMENT	PROPRE RÉGION							500		P				P			
GESTIONNAIRE DES TÂCHES CC OPÉRATIONS - RECENSEMENT	PROPRE RÉGION	P	10K	500	2K	5K	10K	2.5K	5K	P	100	P	P	P	P	P	
CHEF ADJOINT - SERVICES ADMINISTRATIFS	PROPRE RÉGION	P	1200	500	2K		5K	2.5K	2.5K	P		P	P	P	P	P	
CHEF DU BUREAU DE DISTRICT	PROPRE RÉGION	P	1200	500	2K	1K	5K	2.5K	2.5K	P		P	P	P	P		
AGENT DE RECRUTEMENT DU BUREAU DE DISTRICT	PROPRE RÉGION						500	400	100	P		P	P	P			
CHEF ADJOINT - OPÉRATIONS SUR LE TERRAIN	PROPRE RÉGION						5K			P		P	P	P			
SURVEILLANT DES OPÉRATIONS SUR LE TERRAIN	PROPRE RÉGION				500	500	500							500			
SURVEILLANT DES COMPTES FOURNISSEURS	PROPRE RÉGION	P															P

## STATISTICS CANADA

## DELEGATION OF FINANCIAL SIGNING AUTHORITIES

FINANCIAL SIGNING AUTHORITIES

For any particular payment, authority under Sections 13 & 14 of the Financial Administration Act (FAA) shall not be exercised by the same officer and no officer may exercise authority under either section with respect to a payment from which he can personally benefit.

Deputies are subject to the restrictions imposed on officers' signatory rights, and are subject to all controls. Treasury Board regulations and departmental directions.

Payment authority under Section 13 FAA shall not be exercised unless certification under spending authority (Section 14 FAA) has been provided.

POSITION TITLE	AUTHORITY	SPENDING AUTHORITY - EXPENDITURE INITIATION																															FAR FOR SALE (S)	PATIENTS PRODUCTION AUTHORITY	MICROFILM AND OTHERS				
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31				32	33	34	35
CLINICAL DELEGATION CHIEF STATISTICIAN	DEPARTMENT	F	40K	40K	100K	F	20K	20K	F	F	100%	F	F	F	F	F	F	F	F	5.0K	F	F	F	F	F	F	F	F	F	F	F	F	F	F	F	F	F	F	F
ASSISTANT CHIEF STATISTICIANS	OWN FIELD		30K	40K	30K	F	10K	10K	F	75K	F	F	F	F	F	1K	F	100	1.5K																				
DIRECTORS GENERAL & EQUIVALENT	OWN BRANCH		30K	30K		F	40K	40K	F	30K	F	F	F	F	F	1K	1K	100	1.5K																				
DIRECTORS & EQUIVALENT	OWN DIVISION		30K	30K		F	30K	30K	40K		21K	F				300	1K	1.1K																					
ASSISTANT DIRECTORS & EQUIVALENT	OWN DIVISION					F				11K						1K		1K																					
SECTION CHIEFS & EQUIVALENT	OWN SECTION									17K						1K																							
SPECIAL INVESTIGATION COMMUNICATIONS & OPS	DEPARTMENT		40K	40K	71K	F	10K	10K	F	F	31K	F																											
MARKETING & INFORMATION																																							
DIRECTOR GENERAL MARKETING & INFORMATION	OWN BRANCH																																						
PUBLISHING																																							
DIRECTOR - PUBLISHING	OWN DIVISION																																						
ASSISTANT DIRECTOR - PUBLISHING	OWN DIVISION																																						
CHIEF - AUTHOR SERVICES	OWN SECTION																																						
CHIEF - COMMUNICATIONS	OWN SECTION		100																																				
LIBRARY																																							
CHIEF LIBRARIAN	LIBRARY																																						
SURVEYS BRANCH																																							
DIRECTOR GENERAL - SURVEYS	DEPARTMENT		30K	30K	41K		10K	40K	F																														
ADMINISTRATIVE SUPPORT SERVICES																																							
DIRECTOR - ADMINISTRATIVE SUPPORT SERVICES	DEPARTMENT		140K	100K	140K		10K	20K	F																														

Legend: F = Full Authority Subject to Treasury Board Regulations  
 D = Delegation of Authority  
 GCR = Government Central Regulations  
 PWGC = Public Works and Government Services Canada  
 FAA = Financial Administration Act  
 APSA = Administrative Policy Manual  
 GFA = Code on Financial Administration

*[Signature]*  
 Minister of Industry

1994-05-28  
 Date

Signing authorities assigned to designated positions listed herein are hereby approved.

*[Signature]*  
 Chief Statistician of Canada

1994-05-25  
 Date

- AUTHORITY
1. Covered activities in the territory to require a contract directly with a supplier through Public Works and Government Services Canada (PWGC). Goods, services and other resources (GSR) may be signed by a designated officer of Administrative Services, all other contracts (GSR) must be signed by the designated officer of Administrative Services and Planning and Finance in each.
  2. The limits indicated are for administrative contracts. The following limits are for contracts, not for financial contracts, and will be subject to management from the Chief Statistician of Canada: Goods and Services - 50K and Services - 100K.
  3. Goods and Services contracts are subject to a contract agreement with the supplier and a contract agreement for services on the representation of general interest in the territory and Local Public Services (LPS) as a condition of 100K. GSR for Canada Companies must be signed by a Contract Service Agency (the Department).
  4. Covered under volume 1, no contracts in other contracts under volume 1, in through the Contract Line of the Administrative Support Services Division.
  5. Contracts in excess of amounts delegated to the Chief Statistician under this authority, in case of following T.B. approval, contract must be signed by an officer with delegated authority under volume 1.
  6. Volume 10 refers to regulations prepared through Contract Service Agency (COSA), covered under, non-market based and non-market. Regulations for procurement support services (COSA) as well as PWGC, printing, marketing and Publications, Distribution for goods and services under this volume will be prepared through the Contract and Contract Services or the Contract Management Support Services (COSA) services which must be prepared through the Contract Management Support Services.
  7. Volume 11 is for printing regulations for Publications only which must be in accordance with the authorities delegated under volumes 4 or 10.
  8. This authority can only be used in emergency situations where the procurement procedures are clearly in the public interest. Purchases under this authority must be approved through the Contract and Contract Services or the Contract Management Support Services.
  9. Responsibilities must identify either to Statistics Canada programs and be approved by the Department. Approval requests for responsibilities must be submitted to Financial Operations who maintains a record of all departmental responsibilities.
  10. All contracts are subject to the final approval of the Chief Statistician. In general, though, the Contract and Contract Services Division maintains by more than one delegates shall be approved by the Chief Statistician.
  11. Emergency Signatory Authorities will be based upon review of a review request to officers with delegated authorities under volume 14. The request shall be for the Contract Management Support Services for printing.

## Delegated Authorities Lowest Levels - Niveaux les plus bas de délégation

July 2, 1996 / 2 juil

Organization and Classification <sup>1</sup> Organisation et classification <sup>1</sup>	Chief Executive Officer Président du Conseil d'Administration	Assistant Chief Executive Officer Vice-président du Conseil d'Administration	Director General Directeur Général	Director Directeur	Assistant Director Sous-Directeur	Senior Clerk / RMA Chef de service / CCR
improve organizational proposals Missions relatives à l'organisation						
request to classify positions Demander la classification des postes						
classify positions <sup>2</sup> Classer les postes <sup>2</sup>						
respond to classification grievance Répondre à une plainte de classification						

Refer to the Departmental Classification Authority (04/94).  
Se référer aux Pouvoirs de classification du ministère (04/94).  
Excludes Ex and equivalents.  
Sauf EX et équivalents.

## Resourcing - Recrutement

In order to exercise staffing delegation a manager must have received appropriate training.  
Afin de pouvoir exercer la délégation en dotation un gestionnaire doit avoir reçu une formation appropriée.

Request to staff a position/terme d'embauche						
Request to extend a term Demande de prolonger un terme						
Imperative staffing Dotation impérative						
Sign eligibility list Signature, liste d'admissibilité						
Letter of offer of employment (indefinite appointment) Lettre d'offre d'emploi (nomination indéterminée)						
Letter of offer of employment (determinate appointment and casuals employment) Lettre d'offre d'emploi (nomination déterminée et emploi temporaire)						
Rejection on probation Refus en cours de stage						
Recourse on deployment Recours - mutation						
Termination for cause (non disciplinary) Cessation pour cause (non-disciplinaire)						
Termination of term prior to end of specified period due to lack of work <sup>2</sup> Cessation avant terme - période spécifiée - manque de travail <sup>2</sup>						
Acceptance of resignation Accepter les démissions						
Affected surplus/lay-off Touché/excédentaire/mis en disponibilité						

<sup>1</sup> In accordance with Treasury Board policy.  
<sup>2</sup> Selon la politique du Conseil du Trésor.

## Leave - Congés

Vacation Arrêtés						
Recall during leave Rappel au cours d'un congé						
Furlough Ancienneté						
Compensatory time-off Compensatoires						
Sick (with pay) Maladie (avec solde)						
Advanced sick Maturité par anticipation						
Marriage Mariage						
Bereavement Décès						
Bereavement - special circumstances Décès - circonstances particulières						
Court Compassion						
Staff relations matters Affaires de relations de travail						
Family related responsibilities Obligations familiales						
Maternity/Paternity Maternité/Paternité						
Adoption Adoption						
Care/Mentoring Soins/enfants d'âge pré-scolaire						
Personal needs Besoins personnels						
Relocation of spouse Réinstallation du conjoint						
Education Étude						
Others - leave with/without pay <sup>2</sup> Autres - congés avec ou sans solde <sup>2</sup>						

<sup>1</sup> All leave with or without pay, must be reported to the Human Resources Operations Division.  
<sup>2</sup> Tous les congés avec ou sans solde, doivent être communiqués à la Division des opérations en ressources humaines.

## Official Languages - Langues officielles

Identify linguistic requirements Identifier les exigences linguistiques						
Approve language training plans Approuver les plans de formation linguistique						
Approve part-time language training Approuver la formation linguistique à temps partiel						
Exemption on deployment Exemption - mutation						

## Compensation - Rémunération

Performance pay - Ex and others Paie au rendement - Ex et autres						
Hours of work Heures de travail						
Denial of pay increment <sup>1</sup> Refus d'accorder une augmentation de traitement <sup>1</sup>						
Advancement in salary range Progression dans l'échelle de salaire						
Pay on initial appointment Paie - nomination initiale						
Indeterminate appointment and casual employment Nomination indéterminée et emploi temporaire						

<sup>1</sup> Subject to window period.  
<sup>2</sup> Sujet à la période requise.

## Staff Relations - Relations de travail

Give reprimand Faire une réprimande						
Impose suspension Imposer une suspension						
Impose financial penalties Imposer des amendes						
Termination for cause (disciplinary) Congédié (disciplinaire)						
Grievance and NAC recourse Grief et recours (C.N.M.)						

## Incentive Awards - Primes d'encouragement

Instant award Prime instantanée						
Employee recognition award Prime - employé(e) le plus méritant						
Suggestion award Prime à l'initiative						
Employee of the Year award Prime - employé(e) de l'année						
Merit award Prime au mérite						
Marketing award Prime - commercialisation						

## Corporate Assignments - Affectations spéciales

Employee application (under 4 years in same position) Demande de l'employé(e) (moins de 4 ans dans le même poste)						
Assignment proposal Projet d'affectation						

## Conflict of Interest - Conflit d'intérêt

Determine requirements to divest assets or cease activities, which constitute or could be perceived as constituting a conflict of interest Déterminer les besoins de désinvestissement ou de cessation des activités qui comportent un risque réel ou potentiel de conflit d'intérêt						
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Over - Verso →

# ANNEX A - ANNEXE A

## Regional Delegated Authorities Lowest Levels - Niveaux les plus bas de délégation dans les régions

July 2, 1996 / 2

### Organization and Classification<sup>1</sup> Organisation et classification<sup>1</sup>

Request to classify positions  
Demander la classification des postes

<sup>1</sup> Refer to the Departmental Classification Authority (04/94).  
<sup>2</sup> Se référer aux Pouvoirs de classification du ministère (04/94).

### Resourcing - Ressourcement

In order to exercise staffing delegation a manager must have received appropriate training.  
Afin de pouvoir exercer la délégation en dotation, un gestionnaire doit avoir reçu une formation appropriée.

Request to start a position/extend a term  
Demande de créer un poste/  
prolonger un terme

Imperative staffing  
Dotation impérative

Sign eligibility list  
Signature, liste d'admissibilité

Letter of offer of employment  
(indeterminate appointment)  
Lettre d'offre d'emploi  
(nomination indéterminée)

Letter of offer of employment  
(determinate appointment and casuals  
employment)  
Lettre d'offre d'emploi (nomination  
déterminée et emplois temporaires)

Rejection on probation  
Renvoi en cours de stage

Termination for cause (non disciplinary)  
Cessation pour cause (non-disciplinaire)

Termination of term prior to end of  
specified period due to lack of work<sup>2</sup>  
Cessation avant terme - période spécifiée  
- manque de travail<sup>2</sup>

Acceptance of resignation  
Accepter les démissions

Approval of dual employment  
Autoriser les situations de cumul  
d'emplois

<sup>1</sup> In accordance with Treasury Board policy.  
<sup>2</sup> Selon la politique du Conseil du Trésor.

### Leave - Congés

Vacation  
Annuité

Recall during leave  
Rappel au cours d'un congé

Furlough  
Ancienneté

Compensatory time-off  
Compensatoires

Sick (with pay)  
Maladie (avec salaire)

Advanced sick  
Maladie par anticipation

Marriage  
Mariage

Bereavement  
Décès

Bereavement - special circumstances  
Décès - circonstances particulières

Court  
Companion

Staff relations matters  
Affaires de relations de travail

Family related responsibilities  
Obligations familiales

Maternity/Paternity  
Maternité/Paternité

Adoption  
Adoption

Care/Nurturing  
Soins/enfants d'âge pré-scolaire

Personal needs  
Besoins personnels

Relocation of spouse  
Réinstallation du conjoint

Education  
Étude

Others - leave with/without pay  
Autres - congés avec ou sans salaire

### Official Languages - Langues officielles

Identify linguistic requirements  
Identifier les exigences linguistiques

Approve language training plans  
Approuver les plans de formation  
linguistique

Approve part-time language training  
Approuver la formation linguistique  
à temps partiel

### Compensation - Rémunération

Hours of work  
Heures de travail

Denial of pay increment<sup>2</sup>  
Refus d'accorder une augmentation de  
traitement<sup>2</sup>

Advancement in salary range  
Progression dans l'échelle de salaire

Pay on initial  
appointment  
Indeterminate appointment  
Nomination indéterminée

Pay - nomination  
Determinate appointment  
and casual employment  
Nomination déterminée et  
emploi temporaire

<sup>2</sup> Subject to window period.  
<sup>2</sup> Sujet à la période requise.

### Staff Relations - Relations de travail

Give reprimand  
Faire une réprimande

Impose suspension  
Imposer une suspension

Impose financial penalties  
Imposer des amendes

Termination for cause (disciplinary)  
Cargé(e) (disciplinaire)

Grievance and NJC recourses  
Grief et recours (C.N.M.)

As per notice posted at work site  
Voir les avis affichés en milieu de travail

### Incentive Awards - Primes d'encouragement

Instant award  
Prime instantanée

Employee recognition award  
Prime - employé(e) le plus méritant

### Corporate Assignments - Affectations spéciales

Employee application  
(under 4 years in same position)  
Demande de l'employé(e)  
(moins de 4 ans dans le même poste)

Assignment proposal  
Projet d'affectation

### Conflict of Interest - Conflit d'intérêt

Determine requirements to divest assets or  
cease activities, which constitute or could be  
perceived as constituting a conflict of interest  
Déterminer les besoins de désinvestissement  
ou de cessation des activités qui comportent  
un risque réel ou potentiel de conflit d'intérêt

## **Space and Equipment Requirements**

### **1.0 Background**

The Census Communications project was co-located with Communications Division during the 1996 Census cycle as it was in the 1991 Census. This arrangement again worked well because it ensured that Census staff were aware of internal and external communication initiatives and issues and of government-wide changes in policies and procedures. In addition, location in the Communications division widened the area of expertise and staffing possibilities and provided training to individuals available to fill in and assist with tight deadlines.

### **1.1 Space**

#### **a) Ottawa**

The space provided by the Communications Division was excellent. In addition to individual offices which were created in August 1995, the division turned the small conference room into working and office space for the Census. Two staff occupied this space which was equipped with desks, computers and telephones. Large tables and shelves were also provided so that staff could pack all of the promotional kits as well as the third-party supporter packages without having to move materials around from meeting room to meeting room. Two cupboards located elsewhere on the floor ensured that all of the required materials were within easy reach.

The Collections project provided sufficient warehouse storage space for storage and for packing large items.

#### **b) Centralized Edit**

One office was provided in the District office for an information officer. This office had a desk and telephone.

**c) Regional Offices**

In the regional offices, Communications staff shared space in the Census office with Collection staff. This was the case in all regions with the exception of Quebec where Communications staff remained in the regional office. All regional communications managers received enclosed offices. Staff had open offices and in most cases packing and storage space was provided in the Census office.

Communications was also provided with space in the Census warehouse. The warehouse was attached to the Census office in Edmonton, Halifax and Montreal but not in the other two regions. Additional costs and time were involved in moving materials between the warehouse and the Census Office.

## **1.2 Equipment**

At the beginning of the Census cycle, regional offices and Ottawa were on different versions of software. This made e-mailing files complicated because word-processing packages had to be converted for some regions and not others. Once the census offices were set-up, then everyone converted to either WordPerfect 6.1 or Word 6.0.

**a) Ottawa**

In addition to individual computers, Census staff also had access to a dedicated printer and fax machine. There were two portable computers available for travelling and work-at-home. Two photocopiers were shared with other Communications Division staff as was an overhead projector.

Census staff accessed the Communications Division LAN and Intranet sites and received LAN services as well as updated software and hardware as they became available. In some cases, Internet access was available on individual machines as were CD-ROM readers.

The Manager, Census Communications had access to a cell phone and to a fax machine at home. The Task Managers, Public Relations and Material Coordination had cell phones during the 20 day period just before and after Census Day.

Census Communications purchased a cell phone for the Assistant Chief Statistician while he paid the line charges. This ensured that he was available for interviews as required.

**b) Centralized Edit**

The officer provided his own computer (portable) but used the photocopier and fax machine from the District office as required.

**c) Regional Offices**

Computers, printers and software were purchased for regional communications staff. These were purchased separately from the Collection buy so that we could get machines with extra memory and other functions that could be used in regional offices once the Census was completed. Communications staff were on the Collection server (Appendix 1) and could e-mail to both their own regional office, other regional offices and Ottawa. Access was also available to the Internal Communications network. Collections provided fax machines and Census Communications (Ottawa) provided funds for purchases of portable computers where required.

Census Communications (Ottawa) purchased cell phones for the communications managers in the Pacific, Quebec, Prairies and the Atlantic. Ontario already had some phones available and did not require any more.

### **1.3 Recommendations**


- The small conference room or similar space should be made available to Census staff for 2001.
- All large packing orders should be done in the warehouse as well as all shipments to regional offices.
- Compatible software must be available to staff in regional offices and in Ottawa.
- Portable computers are useful but should be equipped with the same software as the desk-top systems.
- E-mail services should be available for communications between Ottawa and the regional census offices.
- Cell phones should be made available to all senior staff.
- One or two cell phones should be rented for use by all staff in the two/three weeks before Census Day.
- Research into availability of software for inventories and support commitment should be undertaken early in 2000.

## APPENDIX/APPENDICE 1

### MEMORANDUM / NOTE DE SERVICE

**Date:** July 6, 1994

**To/À:** Sheila Rambeau

**From/De:** Dale Sewell 

**Subject/sujet:** Automation requirements for Census Communications

As agreed at our meeting on Monday, I canvassed the regional communications managers for their automation requirements. The following table lists the number of workstations that Communications would be adding to the Collection servers in each regional office. The communications group requires access to word perfect for windows (most recent version) and MS mail but does not need access to the collections database.

#### Work Stations required:

Region	Work Stations
Atlantic	4
Quebec	6
Ontario	9
Prairies	4
Pacific	9
Total	32

We will supply our own workstations either through purchase or rental agreements. However, if you get a good deal on a bulk purchase we would be interested in reviewing the offer.

I would appreciate it if you could let me know (roughly) the costs for adding communications workstations to the regional census office servers in respect to licences and additional LAN capabilities.

Thanks.



**Materials Production and Distribution**

**Production et distribution du matériel**



## **Materials - Design And Production**

### **1.0 Background**

Over 50 different materials (e.g., posters, brochures, mail inserts, cups, etc.) were produced for the 1996 Census Communications Project, many of which used the Yellow envelope design. A chart detailing the various materials developed for Public Communications, the numbers produced, the timing, and the cost is attached in Appendix 1.

As in 1991, the Census Communications Materials Coordinator worked closely with the Graphics Design Section, Dissemination Division, in Statistics Canada. The Material Coordinator was responsible for overseeing the design, production, and distribution of Census Communications materials. The Material Coordinator was also the focal point of design work for the entire Census project (e.g. collections, processing, questionnaire design and production, etc.).

### **2.0 Census of Population Materials**

The process of developing communications materials for the Census of Population and distributing these materials across the country involved the following stages:

#### **2.1 Step One - Design**

Most of the materials that were produced for the 1996 Census Communications Project were thought out at a regional conference meeting held in June 1994. It was decided at that time that there would be one national poster. As a result, after many tries, the envelope design became the central design and was incorporated into the majority of materials, including the national poster and the paid advertising. Most materials were the same as in 1991 with the exception of a few.

Rough design ideas for materials were developed by the Public Communications team -- staff from Ottawa and the Regional Offices took part in the decision-making process. The Materials Coordinator then relayed these ideas to the Graphic Design Section where they were translated into actual designs. The Graphic Design Section had a full-time designer and a part-time designer working with the Material Coordinator.

## **2.2 Step Two - Production**

Next, the Graphic Design Section produced a "mock up" of the design which was examined and proofread by the Manager, Census Communications and the Material Coordinator. In addition, the text for the materials was proofread by the Writing Unit in Census Communications.

If time allowed, the mock up was also sent to the ROs for their comments. These comments were considered and, whenever feasible, cost and time consideration being equal incorporated into the design before it was sent back to Graphic Design.

## **2.3 Step Three - Printing**

For printing, the Materials Coordinator dealt with a Printing Liaison Officer of the Dissemination Division who made arrangements to have the materials printed. The Printing Liaison Unit generated a quick turnaround time for these materials and since it was possible for Statistics Canada to send the jobs out directly instead of going through the Department of Supply and Services, printing services had a far quicker turnaround time than in 1991.

## **2.4 Step Four - Printers**

Most of the jobs were sent out on diskettes to the printers, then the company that had won the job to print/produce the materials would present the Materials Coordinator with the final negatives ("blues"). The materials were printed after the Manager, Census Communications and the Material Coordinator had given final approval.

## **2.5 Step Five - Shipping**

After the materials were printed they were shipped directly to the Census warehouse or to the regional offices. The warehouse staff were responsible for shipping quantities of the materials out to the Regional Offices or to companies (i.e. Banks, Canadian Tire, Hydro etc.) and gave the Materials Coordinator a count of the materials that they received from the Printing company. A standard form 247 was used for inventory purposes. The Materials Coordinator filled out a Standard Form 243 detailing the quantity of the items and the coding number of the items that should be sent and the date by which the ROs or company needed it. The census warehouse staff were very efficient and the materials

were always in the ROs either on or before the date specified by the Materials Coordinator. For the first time, Census Communications funded one person in the warehouse whose primary function was keeping track of Census Communications materials, shipping, inventory control, etc. For examples of the different materials produced for the 1996 Census Communications Project see the Census Communications Materials binder.

Many of the Regional Census Offices had two different locations (warehouse and regional census office) for receiving materials and this made it a bit confusing whenever materials were sent. On the Form 243 it was necessary to indicate the location otherwise it would go to the warehouse instead of the regional census office.

### **3.0 Census of Agriculture Materials**

The process for developing Census of Agriculture materials involved the same steps.

The Manager, Census of Agriculture, was given an opportunity to suggest design ideas and to review any mock-ups prepared by Graphic Design. The Manager, Census Communications provided final approval for the Census of Agriculture materials.

The Census of Agriculture used the same design as the Census of Population - the only difference was that Census of Agriculture used green and yellow as their principal colours instead of red and yellow (the colours used for Census of Population materials).

### **4.0 Regional Office Materials**

Regional Census Offices also designed and produced their own materials in order to meet the needs of their regional audiences (see the Regional Office Evaluations for examples of what was produced). The Census Communications Material Coordinator sent both film work, diskette and repro sheets to the regions for this purpose. Film work was used for regional masthead paper, letterhead and envelopes. Repro sheets were used mainly by ROs in their contact with third party sponsors, but they also used the sheets to create their own materials.

The Vancouver regional census office worked closely with Barb Wood (artist used in previous censuses) to produce posters and tent cards that were used nationally. The Edmonton regional office produced the Agriculture posters that were also used nationally as well as the two early enumeration posters which were very popular.

## 5.0 Materials produced for other projects

Materials were also produced for other projects within the census team. For example, during the 1996 Census:

Two posters were produced for the Processing project. The confidential poster which was used internally and in all the Revenue Canada centres.

The processing poster was produced by Barb Wood.

Three brochures - Form 21 (Census Representative), Form 25 (Census Commissioner) and Form 28I (Safety) were produced for census collection.

Form 12 - I.D. Cards were produced for census collection.

Binder covers and spines were produced for the Training Manuals.

Design was done for all census questionnaires and envelopes.

## 6.0 Special Arrangements with Statistics Canada Warehouse

In 1991 special arrangements were made with the Statistics Canada Warehouse for putting the census logo on departmental masthead. In 1996 the same arrangements were requested but unfortunately, because of the store closing in April of 1996 they could not print additional Statistics Canada and Chief Statistician letterhead.

The following arrangements were made:

- Orders for large wall calendars were filled with a Census Population wall calendar
- any new orders of envelopes included the logo on the envelopes.

## 7.0 Distribution Centre

It is important to meet with the Distribution Centre to discuss their involvement ahead of time so that they have time to make necessary changes in their operations to meet our deadlines. As part of this initial meeting, the Distribution Centre advised on the type of envelopes and the most cost effective way to mail out the travel inserts (etc.) Their help

was also required to pick up and deliver the materials to and from Arc Industries. The **Addressograph unit** was used to label or to code information on the envelopes.

When materials were sent in bulk, in boxes or by courier, **forms 1920** needed to be filled out each time with our **User I.D. code**. If materials were sent out by Driver, the **by Driver form** was filled out.

The Distribution Centre used the census meter slug to put the census logo on all mail leaving Statistics Canada in the five months prior to Census Day.

## 8.0 Arc Industries

They were used to prepare and assemble packages of promotional materials.

For Canada Post ( poster in all retail outlets) - assembled 8,500 tubes, rolled one poster and one letter, put them in tubes, and put mailing and return labels on tubes. There were 8,500 outlets. It cost approximately \$1,197.92 with a turn-around time of ten working days.

For Canada Employment Centres - rolled two posters and one letter, put them in tubes, and put mailing and return labels on tubes. There were 421 offices. Cost was \$190.75 and the turnaround time was one working day.

For RCMP - put together approximately 900 information kits, two newsletters, one poster and one tent card, put labels on envelopes and kits in envelopes for approximately 950 detachments. Cost \$102.25 and the turn-around time was one working day.

For Travel agencies - put 4,525 labels on small envelopes, folded one letter and one package of inserts (shrink wrapped) to be put in each envelope, put 1,491 labels on large envelopes, one letter and three packages of inserts to be put in each envelope to send to approximately 6,016 travel agencies. Cost \$487.81 and turn-around time was two working days.

For Teacher's kit - put together one package of components, one poster, one Canada at a Glance, one kit in envelope (English and French). Approximately 10,000 kits were prepared. Cost \$320.75 and turn-around time was two working days.

Using Arc Industries saved a lot time on stuffing and was cost effective.

## 9.0 Recommendations

- For the next Census, all materials should be printed and distributed to Regional Offices no later than December 2000.
- Poster Frames should be used again in 2001 as they work well to pull the program components together (national & regional).
- All posters should be printed bilingual back to back.
- Consult the Distribution Centre Manager prior to all mailouts. Special arrangements can be made to reduce costs.
- Use Arc Industries for stuffing of large orders (they are efficient and not expensive).
- Use coding system for material stored in Census Warehouse it was very useful to keep track of all material and there was no confusion. Again we should have one person in charge of our stock.
- Whenever possible, all materials should be produced and assembled in Canada.
- The system of providing camera-ready artwork and film work to the ROs worked well. It should again be repeated in 2001. Should provide ROs with film work for mail inserts also.
- Material Required fact sheet (F-4) should be used again since it facilitated the distribution of material and helped if material needed to be printed in larger quantities. The form should be revised for 2001 including what language you want the material sent.
- Having the Small Conference Room converted into an office for material packaging was very effective since it ensured room to work (packaging, sorting etc.).
- Reference Centre should be used again in 2001 for the selling of cups and T-shirts.

- Thank-you post cards should be produced in 2001.
- A label machine should be purchased for 2001.
- A distribution manager (CR 4/CR5) should be hired in fall of 2000.



MATERIAL	DESIGN	PRINT	AVAILABLE	COMMENTS	QUANTITY	COST
Agr. Wall Calendar	July 1995	August 1995	September 1995	Good timing.	35,000 (bil. back to back)	\$7,521.00
Apartment Poster	March 1996	April 1996	April 1996		600	\$40.00
Binder Covers	August 1995	September 1995	October 1995	Sooner	1,700	\$2,331.40
Bookmarks	January 1996	March 1996	March 1996	Two design one with balloon & one with envelope design Should have one with 1-800 number	1,000,000 Eng. 1,475,000 Eng. 650,000 French	\$33,331.90
Calendar Wall	July 1995	August 1995	September 1995	Should have printed more.	45,000 (bil. back to back)	\$11,405.00
Canada At a Glance	October 1995	November 1995	December 1995	Original date back from print was November. Because of DSS was received December 12	95,000 Eng. 32,000 Fr.	\$17,393
Ceramic Cups	December 1995	January 1996	February 1996	Should have printed a larger number and print them sooner went to print three times.	4190	\$19,428.16
Coasters	January 1996	February 1996	March 1996	Should be used again. Not a high priority	430,000 (Square) 105,000 (Round) 55,000 Yellow	\$18,496.45
Confidential Poster	February	March 1996	March 1996	Good idea to put into frame it match the rest of the posters	3,750 back to back	2,370.13
Count Down Boards	July 1994	August 1994	September 1994		40	\$3,091.00

MATERIAL	DESIGN	PRINT	AVAILABLE	COMMENTS	QUANTITY	COST
Cups (plastic & lids)	December 1995	January 1996	February 1996	Same design as the ceramic cups. These were done for Canada Post.	1100 150 with lids	\$5,035.00
Envelopes E-588	June 1995	November 1995	December 1995	Good size for kit folders	20,000	\$2,430.34
Ethnic Fact Sheets	January 1996	March 1996	April 1996		371,100 Eng 2,70 Fr.	
Kit Folders	No design required	August 1995	September 1995		55,000 Eng. 15,000 Fr.	\$42,134.50
Lapel Pins	June 1996	January 1996	February 1996	Should be done a year earlier	100,000	\$49,071.00
Letterhead STC & SC	June 1995	June 1995	June 1995		20,000 STC 10,000SC	\$1,081.40
Mail inserts - Agriculture	November 1995	January 1996	February 1996	Should provide regions with artwork so they can print their own.	584,000	\$6,736.73
Mail inserts - Population	June 1995	January 1996	March 1996	Should provide regions with artwork so they can print their own. Follow DSS specifications for printing, packaging & shipping.	43,342,500	\$201,203.78
Masthead- Agr. & Population	May 1994	November 1994	December 1994		87,000 Eng. 58,000 Fr. 40,000 Back to Back 27,000 Eng. Agr. 13,500 Fr. Agr. 5,000 Back to back Agr.	\$11,749.65
Masthead - Landscape	May 1994	March 1995	March 1995		10,000	\$810.39

MATERIAL	DESIGN	PRINT	AVAILABLE	COMMENTS	QUANTITY	COST
Meter Slugs	July 1995	January 1996	February 1996	Sooner	118	\$6,799.42
Multilingual Brochure	January 1996	March 1996	March 1996	Delays in receiving the translations.	100,000	\$17,355.75
Multilingual Fact Sheets	January 1996	March 1996	March 1996		117,350 Eng. 2,100 Fr.	\$8,548.70
Multilingual Masthead (Green & Yellow)	January 1996	March 1996	March 1996		92,500 Eng. 7,500 Fr.	\$4,592.04
News Briefs Covers	October 1995	October 1995	November 1995		3,000	\$889.80
Newsletter Masthead 11 x 17		March 1995	April 1995	This masthead was also used for Focus for the Future.	105,000 Eng. 25,000 Fr..	\$8,583.64
Pads	October 1995	November 1995	November 1995	Used recycled letterhead.		\$1,243.40
Poster Agriculture 81/2 x 11				Done by Edmonton Regional office.	-	-
Poster Agriculture 17 x 22				Done by Edmonton Regional office.	-	-

MATERIAL	DESIGN	PRINT	AVAILABLE	COMMENTS	QUANTITY	COST
Poster Barb Wood 81/2 x 11	January 1996	January 1996	February 1996	Design by Barb Wood and included in the poster frame.	22,500 Eng. 12,000 Back to back	-
Poster Barb Wood 17 x 22	January 1996	January 1996	February 1996	Cost includes both poster 81/2x11 and 17x22	20,500 Eng.	\$8,445.97
Poster Frames	June 1995	November 1995	November 1995	Film work was provided to regions in different sizes. Should use them again in 2001.	-	-
Poster National 81/2 x 11	January 1996	February 1996	March 1996		55,000 Bil. 330,000 Eng. 100,000 Fr.	\$17,554.60
Poster National 17 x 22	January 1996	February 1996	March 1996		15,000 Bil. 75,500 Eng. 80,000 Fr.	\$30,391.06
Poster National 22 x 28	January 1996	February 1996	March 1996		5,000 Eng. 1,000 Fr.	\$6,058.20
Processing Poster	February 1996	March 1996	March 1996		750 Bil.	\$2,275.25
Questions Booklet	July 1995	August 1995	August 1995		8,100	\$9,648.40
Questions Poster	December 1995	February 1996	March 1996	Used in Post Office Outlets. Good idea to have 1-800 number on it.	10,000 Bil.	\$3,509.00
Reminder Cards	May 1996	May 1996	May 1996	Used same design as the Questions Poster with a message on back.	50,000 Eng. 500,000 Fr.	\$3,029.80
Repro sheets - Agriculture (300)	November 1994	March 1995	April 1995	* Costs includes all repro sheets	3,000	-

MATERIAL	DESIGN	PRINT	AVAILABLE	COMMENTS	QUANTITY	COST
Repro sheets - Bilingual (303)	May 1995	August 1995	August 1995	* Costs includes all repro sheets	3,000	\$2,858.74
Repro sheets - Bilingual no border (304)	May 1995	August 1995	August 1995	* Costs includes all repro sheets	3,000	-
Repro sheets - Count Yourself In (302)	November 1994	March 1995	April 1995	* Costs includes all repro sheets	3,000	-
Repro sheets - May 14 (301)	November 1994	March 1995	March 1995	* Costs includes all repro sheets	3,000	-
Static Logo (Oval)	November 1995	December 1995	January 1996	Should have instructions on back.	67,000 Eng. 3,000 Fr.	\$20,799.75
Static Logo (Square)	November 1995	December 1995	January 1996		28,000 Eng. 2,000 Fr.	\$2,418.00
Stickers for kit folders	April 1995	June 1995	August 1995	Much better than include the design directly on folder less waste.	75,000 Eng. 20,000 Fr.	\$4,721.75
Teachers Kit Activities & Guide	October 1995	December 1995	January 1996	Should have them set up the same way for 2001. (Guide and all activities together in one package)	12,500 Eng. 3,500 Fr.	\$11,021.87
Teachers Kit Kit Folder	November 1995	December 1995	January 1996		12,500 Eng. 3,500 Fr.	\$8,149.80
Tent Cards	January 1996	March 1996	March 1996		200,000	\$14,677.60
Travel Inserts	January 1996	February 1996	March 1996		912,000	\$7,196.30
T-Shirts	January 1996	February 1996	February 1996	Were sold for \$7.00 each. Only on size was produced	2,350 Eng. 250 Fr.	\$13,960



**Paid Advertising**

**Publicités payées**



## Paid Advertising

### 1.0 Introduction

Paid advertising, combined with public relations activities and targeted media relations and careful operational preparations, proved successful. Some 86% of households completed and mailed back their household forms within three weeks. Follow-up activities (mainly phone calls and visits from Census enumerators) raised overall coverage to 99% by the middle of July, about six weeks earlier than in 1991.

In 1996, we drew attention for the first time in the Census advertising to the fact that people had to fill in their Census forms because it was the law. In the past, we emphasized only the benefits of the Census to all Canadians. Our change in strategy was based on the advice of focus groups, who told us that they wanted to know up-front about the legal requirements. Although we received a few complaints about "threats", overall, this message seemed to have a positive effect on our high response rates.

In the 1991 Census, we worked with a consortium of advertising agencies in order to have regional representation. This proved more difficult to administer than beneficial. As a result, in 1996, we decided to go with a national agency, McKim Communications Inc. This agency has good regional connections and the regional communications managers were able to bring regional concerns to the table. This arrangement worked very well. McKim developed six regional media plans rather than one national plan. These individual plans took the regional requirements and differences into account. The working relationship with McKim was very good. McKim's report is included as Appendix 1.

### 1.1 Budget

The paid advertising budget of \$3,255,794.58 was split between the two fiscal years, 1995/96 and 1996/97.

Fiscal Year	Agency*	Media Buy	Total
1995/96	580,822.14	29,800.27	610,622.41
1996/97	80,867.32	2,564,304.85	2,645,172.17
Total	661,689.46	2,594,105.12	3,255,794.58

\* The agency billings included all payment for production, printing, shipping and travel.

There was also a paid advertising budget of \$55,000 from the Census of Agriculture. This was not sufficient to cover either up-front print or the contingency print and radio requested by the field.

Media	Dollar Value	Percentage
Agriculture weeklies	67,660.77	38.4%
Agriculture radio	108,677.70	61.6%
Total	176,338.47	100.0%

## 2.0 Competitive Process

Statistics Canada met with Public Works and Government Services Canada staff in the fall of 1994 to inform them of the upcoming 1996 Census and the requirement for advertising services. Participants were Chuck Guité and André Larose, Advertising and Public Opinion Research Sector (APORS) and Wayne Smith, Daniel Scott and Dale Sewell, Communications Division.

In 1991, APORS used the pre-qualified suppliers' list to come up with five consortiums of four firms each. The firms were approached and if interested, they bid for the job. Under the new modifications to the contracting policy, the suppliers' list was available until the end of June 1995. After that time, advertising contracts would only be filled through open bidding.

## 2.1 Treasury Board Policy (Appendix 2)

On June 23, 1995, Treasury Board approved modifications to the contracting policy to implement the "Guidelines on contracting for communications, public opinion research and advertising" (TB 821823). These modifications brought public opinion research and advertising within the control of the contracting policy and thus made these services more open, transparent and competitive.

Effective June 23, 1994, all departments must use Public Works and Government Services Canada (PWGSC) to contract for public opinion research or advertising services. In addition, departments must notify PWGSC at the beginning of a project planning

process if the project could result in the award of a contract related to public opinion research or advertising services. Departments require the permission of PWGSC before they may proceed with these activities.

Open bidding was another modification to the policy. In an effort to ensure that all firms had equal access to information about government advertising contracts, PWGSC was responsible for placing ads in some major papers (Globe and Mail, La Presse, Marketing, Strategy and Ad News). Interested agencies were asked to submit a letter of intent.

For the purposes of this policy, advertising includes:

- all activities involved in the purchase, by or on behalf of the government, of space or time in print or broadcast media, or in other mass media, such as outdoor and transit advertising;
- any collateral materials such as posters and counter displays, and printed material such as inserts that are a direct extension of an advertising campaign;
- public service announcements; and,
- co-sponsorship initiatives, public relations, special events, direct marketing and promotion activities that are an extension or form part of an advertising campaign.

## 2.2 Agency

The pros and cons of using a consortium of companies as in 1991 versus one full service agency were weighed. Two options were reviewed:

- APORS would set up four or five consortiums to compete for the contract since it was possible to use the suppliers' list until June 1995;
- The open bidding process would be used and the agencies would set up their own consortiums.

Based on all available information as well as our experience from the 1991 Census, the decision was made to go with open bidding and with a full-service agency.

## 2.3 Print Advertisement

Public Works and Government Services Canada is responsible for placing ads in some major Dailies and trade magazines when a need for an advertising agency has been identified. These ads outline what is expected from the agency and interested agencies are invited to submit a letter of interest.

March 28

A package was sent to regional offices with a list of points (Appendix 3) to be included in the advertisement along with sample ads from the Public Service Commission, National Defence and the Canadian Radio-television and Telecommunications Commission for reference.

April 7

Input was received from regional offices and the final points were sent to APORS.

May 2

The sample ad with creative concept (Appendix 4) was received from APORS and was sent to regional offices (including regional directors) along with sample agency questionnaire for Human Resources Canada.

May 10

The approval for the advertisement was sent to APORS.

May 29

The advertisement appeared in the Globe and Mail, La Presse, Marketing, Ad News and Strategy (Appendix 5) - response required by June 5.

## 2.4 The Agency Search Questionnaire

All agencies who return a letter of interest to Public Works and Government Services Canada, in response to the advertisement, receive an agency search questionnaire. This questionnaire has questions dealing with the general nature of the agency such as the team to be assigned to the project and the level of billing, specific questions related to experience, and past and present campaigns as well as questions dealing specifically with the project such as experience in developing multilingual ads, outdoor ads, etc.

June 18

The English agency search questionnaire finalized (Appendix 6).

June 20

The French agency search questionnaire finalized (Appendix 7).

September 6

Screening of the agency search questionnaires. Five agencies were selected.

Vickers & Benson

The SKS Group Advertising/Groupaction

Axmith McIntyre Wicht

McKim Communications Ltd.

Publicité Martin Inc.

## 2.5 Agency Presentations

The following materials were sent to each agency to provide background on the census and to help them in making their presentations:

1991 Census Highlights

Question Booklet

masthead design - population and agriculture

Focus for the Future - history issue

corporate newsletter

Statistics Canada - an Overview

Statistics Canada org chart

Census org chart

Census Management Handbook

Strategic Framework

kit folder with sticky

repros - population and agriculture

September 18

The agency presentations were held at Statistics Canada. Each agency was given one hour to make its presentation, answer questions and ask questions. The selection committee consisted of two people from APORS, two people Statistics Canada and two experts from outside the government (Appendix 8).

The agencies were rated according to how well they scored on the following six points (Appendix 9):

capabilities

comprehension

service

sensitivity

compatibility

overall impressions

## 2.6 Approval

September 22

The results of the competition process were sent from the Chief Statistician to the Minister Responsible for Statistics Canada, The Honourable John Manley, for approval. APORS had indicated that the results from the selection board had to be approved by a Minister (Appendix 10).

October 11

The approval from the Minister took longer than expected and as a result, APORS sent letters to the firms informing them who had won before the Minister had approved the results of the selection board (Appendix 11). Even though McKim Communications Ltd. was aware that it had won the contract, we were unable to meet with them until the Minister's approval had been received. This took three weeks.

November 2

Received approval to proceed.

## 3.0 Information Briefings

Census Communications was invited to three regional director meetings to ensure that the regional directors were aware of the steps involved in contracting with an advertising agency, knew where we were in the process and were able to comment and recommend changes and directions.

The three meetings were:

November 17, 1994

an overview of the new policy and the steps involved in contracting with an agency.

April 21, 1995

an overview of the public communications programs and a review of the pros and cons of using PSAs. It was decided if a region did go ahead with PSAs, they would go through Ottawa so that necessary approvals were obtained.

September 29, 1995

a review of the competitive process specifically related to the scoring criteria used to decide on McKim. Provided a brief description of the agency.

Census Communications also briefed the Census Steering Committee on March 1, 1996. The purpose of this briefing was to review the results of the focus groups/creative process and to outline the media strategy and media plan. Proportions of budget to be spent prior to the Census and post-Census were also discussed. Received support for "no television" ads decision.

### 3.1 Strategic Development - Regional Office Meetings

In 1991, the ad agencies were briefed in a large meeting which included representatives from each of the five agencies, the regional collection manager, the regional communications manager and the collection and communications project managers. Due to the size of the meeting very little got accomplished and people went away, unsure if their concerns were understood or even heard.

In 1996, McKim Communications Inc. was briefed on a region by region basis. Regional staff were responsible for organizing their one-day agenda so that there was ample opportunity for them to present their challenges and concerns and for a question and answer and a general discussion period at the end. Overall, this worked very well although the agency representatives found it quite overwhelming to have to take in so much information, presented in a variety of formats, over a very short time period.

All meetings were attended by Benoit Laroche, 1996 Census Manager, Rick Baxter, Project Manager, 1996 Collections and Dale Sewell, Project Manager, 1996 Census Communications.

Representatives from McKim were Margot Brown, Director of Client Services/Media and Barbara Axworthy, Account Manager.

November 9	Prairie Region	Peter Palfenier, Communications Manager
November 21	Pacific Region	Valerie Barrett, Communications Manager Jim Selley, Regional Director Gail Fentiman, Collections Manager Judy Yee, Communications Officer Marion Smith, Communications Officer Dan Charrette, Communications Officer

November 27	Quebec Region	Diane Blanchette, Communications Manager Jean Lafrance, Regional Director Michel Maillette, Collections Manager
November 28	Centralized Edit	Johanne Beckstead, Public Relations Task Manager David Desormeaux, Communications Officer
November 29	Ontario Region	Sandra Ramsbottom, Communications Manager Liz Lovis, Communications Officer Carol Hensley, Collections Manager Doug Newson, Regional Director Gregg Connolly, Advisory Services
November 30	Atlantic Region	Keith Matheson, Communications Manager Anne Coulter, Collections Manager Joanne Hughes, Regional Director Alex Smith, Communications Officer Arden Bell Marie-Germaine d'Entremont Carmelle Surette

#### 4.0 Strategy

The strategy was based on the discussions held with the regional offices in November and December 1996. In addition, the Ottawa, Ontario, Quebec and British Columbia offices provided additional information related to ethnic media. The first draft was distributed to regional offices, the Census Manager, the Project Manager Collections and the Task Manager, Public Relations on December 20, 1995. The comments were provided to McKim.

Although the strategy was viewed as having some limitations, the decision was made to go with it as it was due to time constraints to get the media plan and the creative finalized. The **Advertising Strategy for the 1996 Census Public Awareness Campaign** is attached as Appendix 12.

## 5.0 Creative Development

It was decided early in the Census Communications planning process that the paid advertising would have the same creative design as the public relations materials. In fact, the willingness of the agency to work with an existing design rather than one of its own was one of the points that agencies were evaluated on through the agency search questionnaire.

The envelope and red mailbox were originally chosen because of their universality and bright, eye-catching colour theme. However, different efforts by both Montreal and Creative Services in Statistics Canada were unable to come up with a design that worked well and was liked by all sectors of the country.

As a result, McKim was asked to develop a creative concept that would not only work with print and outdoor advertising but could also be used for such public relations materials as posters, bookmarks, tent cards, etc.

## 5.1 Design

The first draft of the poster was received on December 18 and was distributed to the regional offices. It featured a large envelope with a number of groupings of people taking part in activities on it and around it. There were a number of problems with the concept. The people were not representative of ethnic groups and youth. Some of the "actions" of the people did not appear to make much sense. It was too busy. The date did not stand out. The mailboxes did not stand out. And there were questions about why animals had been included (Appendix 13).

These comments were provided to McKim and followed up with a conference call with McKim's creative director and designer. At this point, Ontario decided to go ahead with the artwork developed by Ottawa, and British Columbia had already decided to use artwork from Barb Woods.

McKim came back with a new design on January 16 which everyone liked. With some finetuning of the blue background and the envelope, it became the design that was used in all of the ads plus public relations materials. The design was colourful and very simple. It also worked in the census frame so that it was consistent with the Agriculture and northern posters. This was a must if the concept were to work in the outdoor media (Appendix 14).

The next three weeks, between the end of January and mid-February, the design concept was finetuned. The design was adjusted so that it would fit both a vertical and horizontal application. All language and Federal identity program requirements were met.

## 5.2 Testing

At the end of February, three print ads and one outdoor with a snipe were focus group tested and in early March the final changes were made. Since the focus groups indicated that they had difficulty with the "Census Day" concept, this was removed from the design and the date, May 14, was enlarged.

Once the design was approved, the artwork was provided to Ottawa and the posters (three sizes), bookmarks, tent cards, coasters, etc. went into print (Appendix 15).

A early version of the concept was used on the back of t-shirts in early February so that they would be available for the Census open-house.

## 5.3 Print Ads

### a) Planned Ads

Three print ads were developed so that there would be a progression of the message. The first ad would appear before Census Day, the second shortly after and the third in areas where there were follow-up problems. The legal requirement was strengthened with each subsequent stage (Appendix 16). The Census Help Line number was provided in the second and third versions of the ad. The ads were prepared in a question and answer format which was determined to be more direct and less wordy.

Although initial planning called for a youth ad for alternative publications, it was decided part way through the review process that the text should be the same for both the mainstream and alternative publications. As a result, the artwork was adjusted so that it was similar to the other ads in the alternative publications (Appendix 17). In addition, a special ad for Ottawa, because of the Centralized Edit Test site, was dropped when it became apparent that the general ad text would work just as well.

## b) Contingency Ads

As part of the contingency planning, a print ad featuring a telephone rather than the envelope was developed. This was used in daily and weekly newspapers from the end of May to the middle of June when we wanted people to phone in if they hadn't completed or mailed their forms yet (Appendix 18). British Columbia, however, wanted people to continue to mail in forms. As a result, a special ad was developed for B.C. featuring the envelope and an updated text (Appendix 19).

## 5.4 Outdoor Ads

It was necessary to develop ad concepts for posters, bus shelters, buses (seventies and kings), elevators and washrooms. The posters, bus shelters and buses were used nationally while the elevators were used just in Vancouver and Victoria and the washroom ads in Montreal and Quebec.

The outdoor ads featured the envelope in a bilingual design - English on one side, French on the other. A bright red snipe "Its not too late 1 800 670-3388 Il n'est pas trop tard!" was added to each ad on Census Day (not elevator or washroom ads). This served to update the message while, at the same time, refreshing the ad and thus obtaining more visibility among the pass-by audience.

## 5.5 Northern Ads

Northern print ads were developed for early enumeration which took place in February and March 1996 in the Northwest Territories, Labrador and northern Quebec. The ads featured an Inuit person on an ice floe. The text dealt with the benefits of the census to the individual and to the community. It also covered the loss of funding if people were missed. The same message was portrayed by the announcer read radio ads. These ads were read in a variety of Inuit languages (Appendix 20).

## 5.6 Census of Agriculture Ads

### a) Planned Ads

Two Census of Agriculture ads were developed. One was used in primarily agricultural or rural weekly newspapers while the second was used in mixed rural/urban weeklies where the rural was the predominant focus. The text was based on existing material and covered the uses for the data and provided the Census of Agriculture Help Line number (Appendix 21). These ads were used between May 15 and May 17.

### b) Contingency Ads

Three contingency agriculture ads were developed. One was a general ad that was used by Ontario while ads featuring individual messages were developed for British Columbia and Quebec. All ads featured the telephone design but the text varied by region and reflected the concerns of the region (Appendix 22).

## 5.7 Ethnic ads

One ethnic ad was developed based on the telephone design and the "Its not too late" message. It was placed in ethnic papers in the May 15 to May 20 period. The ads were translated into a variety of languages for ethnic groups including Chinese, Vietnamese, Filipino, East Indian, Pakistani, Chilean, Somolian, Spanish, Italian, Cambodian, etc.

## 5.8 Aboriginal ads

Although it was originally planned to place an ad in Aboriginal publications, further discussions indicated the difficulty in developing a universal message. Consequently we had a number of different ads. The Prairies had a general ad outlining why the census was important and the confidentiality provisions of information provided on the Census as well as one featuring a quote from Mr. Fontaine. Ontario also had an ad based on the message it is important for First Nations People to be counted (Appendix 23).

## 5.9 Broadcast ads

### a) Population

When the first set of radio scripts were reviewed, there 10 different scripts - five targeted to a youth audience (18 to 30 years) and five targeted to a general audience (18 years plus). Through a process of elimination, we came up with five ads. They differed by timing rather than age group. The first ad ran prior to Census Day, from May 11 to May 13 inclusive and told people that the Census was important. It also provided the Census Help Line number and told people about the availability of alternative formats. The second and third ads ran from May 15 to the 21 and told people that it was not too late to be counted, that this was the law and again provided the Census Help Line number. The fourth and fifth ads were used as contingency ads and depending on the region and the area the ad either emphasized the legal message or the message that interviewers were working hard in the neighbourhood (Appendix 24).

In addition, a special announcer read was developed for northern Ontario because problems with flooding made it difficult for enumerators to cover the area and interviewing was delayed (Appendix 25).

### b) Ethnic

Two ethnic announcer reads were developed, one for the before and one for the after census period. However, during clean-up a requirement for a contingency ethnic read was identified and one was developed and used in both Ontario and British Columbia. The message concentrated more on the benefits and our willingness to assist than the legal requirement (Appendix 26).

### c) Agriculture

Although we did not intend to develop agriculture radio ads because of the lack of funding from the Census of Agriculture, problems during clean-up in Quebec, Ontario, the Prairies and British Columbia forced the issue. As a result, ads were developed telling farmers that it is not too late and it is the law. The Census of Agriculture help line number was also given (Appendix 27). In all cases, Census Help Line staff and field staff reported a surge in forms whenever the ads ran.

**d) Aboriginal**

A script was also developed for Aboriginal radio in Ontario. It ran from May 10 to May 17. It was broadcast in English, Cree and Ojicree (Appendix 28).

## **6.0 Creative Research**

Before the creative concept was applied to the advertising (print, outdoor and radio) and public relations material, it was focus group tested in Toronto, Montreal and Vancouver to test its effectiveness and to ensure that key messages were communicated clearly. The campaign was based on the following messages:

- build awareness for the date of the Census
- encourage participation in the Census
- communicate the benefits of the Census
- emphasize the information collected is kept confidential
- communicate the legal requirement for participation
- maximize awareness of the 1-800 number for information and assistance

## **6.1 Request for Proposal**

The request for proposal (Appendix 29) was distributed to potential suppliers on February 12, 1996, by the Advertising and Public Opinion Research Services Sector. The closing date was February 15, 1995. Although McKim did much of the work on the RFP, they could not distribute it or accept bids from potential suppliers. That would be a conflict of interest.

The four firms submitting bids were:

Angus Reid Group  
Goldfarb Consultants  
Insight Canada Research  
Millward Brown International

The evaluation meeting was held on February 19, 1996 to review proposals and determine the successful company.

The contract was prepared by Public Works and Government Services Canada on February 19 and signed off on February 20. The cost was \$28,387.10 (GST included).

## 6.2 Specifications of the Research

Two focus groups were held in Vancouver, Toronto and Montreal. Each group had between 8 and 12 participants. Federal government employees were excluded from all groups. The moderator of the English groups was Darrell Bricker and for Gérard Grisé for the French. Three print ads (Appendix 30), one billboard and two radio scripts/music were tested.

The first focus group was held at 6:00 p.m. in each city and had the following selection criteria (12 participants recruited):

7 males and 5 females

3 visible minorities

2 students

2 unemployed

2 homemakers

at least half of group was employed

The second focus group was held at 8:00 p.m. in each city and had the following selection criteria (12 participants recruited):

2 visible minorities

4 had household incomes under \$30,000

4 had household incomes between \$30,000 and \$60,000

4 had household incomes over \$60,000

5 males / 5 females

age mix with at least one person over 50 years

The groups were held on the following days:

Vancouver	February 28
Toronto	March 4
Montreal	March 5

### 6.3 Development of research materials

The following research materials were developed between February 20 and February 27:

Recruitment screener	February 22 (Appendix 31)
Group 1	
Group 2	
Moderators Guide	February 28 (Appendix 32)
Final Report	March 8

### 6.4 Results

As a result of the focus testing, "Census Day" was removed from the print and broadcast material. Whenever possible it was also removed from the public relations materials. The removal of Census Day also made the ads less cluttered which was beneficial.

The executive summary prepared by the firm is attached as Appendix 33. Some of the general findings are:

- There was confusion about the meaning of Census Day. Participants were unclear about how the census is conducted and had a hard time understanding the concept of a single day event.
- Participants found the ads to be colourful and felt the progression would work. The English groups thought the message was too harsh while the French groups thought it needed to be harsher.
- The music in the first radio ad was not well liked by the English groups. As a whole, they preferred the second score. The French groups like both the first and second score.

### 7.0 Media Buy

The media plan was developed by McKim. The actual buy was done by Genesis, the agency of record for the federal government.

## 7.1 Objective

Our objective was to have the paid advertising work with the public relations program to ensure the general population and specified target publics were “hit” as many times as possible without overloading any one media and creating the impression of government waste. The development of the plan was based on the following decisions:

- the paid advertising would cover three periods - before May 14, between May 14 and May 20 and after May 20 (contingency).
- the budget would be split three ways - 1/3 for each of the three periods.
- there would be no paid advertising on Census Day because of the vast amount of editorial / news coverage that we expected to receive.
- the largest proportion of advertising dollars would be directed towards the general /mainstream public with the remaining dollars directed towards ethnic groups, farmers, Aboriginals, youth, persons with disabilities, etc.
- there would be no television advertising because of the high production and placement costs.
- the media used would be print (dailies and weeklies), out-of-home (shelters, posters and subways) and broadcast (radio).
- the centralized edit test area would be handled separately - it would not be part of Ontario.

## 7.2 Target groups

Planned placement covered the following:

- general /mainstream population
- high undercoverage groups
  - youths aged 18 - 30 skewed to males
  - non-English, non-French speaking
  - high density urban areas
  - literacy difficulties

### 7.3 Media Messages

Three media messages were developed:

- **Pre-Census** (before May 14)  
Census information is important to your community  
make sure you count everyone in your household  
by law your personal information must be kept confidential  
If you have not received a Census form by May 14 or if you have questions, call 1-800  
Census forms are available in alternative formats
- **Post-Census** (May 15 - 21)  
it's not too late to complete your Census form and mail it  
by law, Statistics Canada must keep your personal information confidential and by law you are required to respond to the Census  
if you did not receive a form, have questions, call 1-800

These messages were designed to sustain awareness in the seven days following the Census and to encourage response from all respondents if they had not already responded.

- **Contingency** (placed after May 22)  
Census representatives are working hard in your neighbourhood  
you are required by law to complete and return your Census form  
if you have not received a form, call 1-800

These messages were designed to respond to low rates of return from specific geographic areas and/or demographic target groups.

### 7.4 Media

The media mix of print, broadcast and out-of-home was selected because they would work together to provide broad reach to respondents, 18 years and over. No medium had a dominant role.

Media	Dollar Value	Media	Dollar Value
Aboriginal print	6,096.40	Weeklies	197,010.04
Agriculture weeklies	33,343.54	Ethnic print	25,024.66
Ethnic print	37,550.17	Agriculture weeklies	34,317.23
Dailies	258,290.42	Aboriginal print	1,074.15
Alternative print	16,610.02	Radio	707,781.75
Ontario weeklies	88,522.19	Radio	271,359.63
British Columbia weeklies	24,321.50	Ethnic radio	45,331.25
Alberta weeklies	22,004.57	Agriculture radio	108,677.70
Saskatchewan weeklies	15,218.92	Aboriginal radio	840.00
Atlantic weeklies	21,436.60	British Columbia television	6,843.51
Manitoba weeklies	12,243.36	Out-of-home	589,649.77
Quebec weeklies	40,757.47	Northern census print radio	30,600.27 600.00
Total	576,395.16	Total	2,019,109.96
Grand Total	2,595,505.12		

Media	Dollar Value	Percentage
Print	864,421.51	33.3%
Radio	1,134,590.33	43.7%
Out-of-home	589,649.77	22.7%
Television	6,843.51	0.3%
Total	2,595,505.12	100.0%

## 7.5 Print Media

### a) Daily Newspapers

Daily newspapers are a broad reach medium with high concentration in urban areas. According to the Print Measurement Bureau (PMB '95) fully 58% of adults 18+ years have "read their daily newspaper yesterday" in markets with larger than 100,000 population. Daily newspapers also include non-English, non-French language papers (for example, Chinese and Italian).

Two insertions were planned for Dailies:

Saturday, May 11 - education (when, why, who to call re problem, etc)

Thursday, May 16 - reminder before long weekend

### b) Community/Weekly Newspapers

Community/weekly newspapers provide broad coverage of the smaller suburban and rural concentrations of population. In markets under 100,000, PMB'95 reports that 75% of adults (18+ years) have "read a community paper in the past week".

One insertion was planned for:

- all markets not covered by Dailies (May 15 - 17)
- urban high density areas
- rural/urban areas and rural areas
- reminder message

Media	Dollar Value	Percentage
Ontario weeklies	88,522.19	21.0%
British Columbia weeklies	24,321.50	5.8%
Alberta weeklies	22,004.57	5.2%
Saskatchewan weeklies	15,218.92	3.6%
Atlantic weeklies	21,436.60	5.1%
Manitoba weeklies	12,243.36	2.9%
Quebec weeklies	40,757.47	9.7%
Weeklies	197,010.04	46.7%
Total	421,514.65	100.0%

**c) Ethnic Press**

A section of ethnic press was made in order to target prioritized ethnic groups. Ethnic media offer an opportunity to speak to respondents whose first language is neither English nor French in their own language.

One insertion was planned for:

- publications which did not publish in either English or French
- May 15 -17 - reminder message

**d) Aboriginal Publications**

Use of Aboriginal print media permitted targeting against this group in an editorial type environment. A chance to tell our story.

One insertion was planned for:

- media selected by regional offices
- May 15 to May 21

**e) Alternative Press**

Alternative press was used to add weight against the target group aged 18 to 30 who tend to be light daily and weekly newspaper readers. Alternative Press allowed for detailed messaging to the target in his/her own language.

One insertion was planned for:

- reminder message
- May 15 to May 21

Media - Print	Dollar Value	Percentage
Dailies	258,290.42	29.9%
Weeklies	421,514.65	48.8%
Ethnic	62,574.83	7.4%
Agriculture	67,660.77	7.8%
Aboriginal	7,170.55	0.8%
Alternative	16,610.02	1.9%
Northern	30,600.27	3.4%
Total	864,421.51	100.0%

## 7.6 Broadcast Media

Radio worked with both daily and weekly newspapers to extend reach and concentrate frequency of the message during the period just before Census Day and just after. Radio covered those respondents who were not exposed to the print advertising, particularly the younger and more mobile groups.

Radio was cost-effective not only from the standpoint of media placement, but for production as well.

Radio was also chosen because it is flexible and targeted enough to allow for increased weight against the harder to reach youth and ethnic markets while still maintaining a consistent presence for the older age groups. Each station talks to its highly segmented audiences in their own language and as a result was a strong communications vehicle for the advertising campaign (Appendix 34).

Media - Radio	Dollar Value	Percentage
Radio	979,141.38	86.3%
Ethnic radio	45,331.25	4.0%
Agriculture radio	108,677.70	9.6%
Aboriginal radio	840.00	0.1%
Northern radio	600.00	0.0%
<b>Total</b>	<b>1,134,590.33</b>	<b>100.0%</b>

The planned radio buy covered the major markets and other markets:

### a) Major Urban centres

- **Target Group:** Adults 18 to 24 years
- Timing:** May 11 to May 24
- Spot rotation:**
  - Breakfast Monday to Sunday 6:00 am to 10:00 am
  - Day Monday to Sunday 10:00 am to 3:00 pm
  - Drive Monday to Sunday 3:00 pm to 8:00 pm
  - Evening Monday to Sunday 8:00 pm to midnight

**Spots:** 35+ spots per station per week

**Target Group:** Adults 25 to 64 years

**Timing:** May 11 to May 17

**Spot rotation:\***

Breakfast	Monday to Sunday 6:00 am to 10:00 am
Day	Monday to Sunday 10:00 am to 3:00 pm
Drive	Monday to Sunday 3:00 pm to 8:00 pm
Evening	Monday to Sunday 8:00 pm to midnight

\* strong emphasis on Breakfast and Drive

**Spots:** 35+ per station minimum per week

**b) All other markets**

**Target Group:** Adults 18 years plus

**Timing:** May 11 to May 17

**Spot rotation:\***

Breakfast	Monday to Sunday 6:00 am to 10:00 am
Day	Monday to Sunday 10:00 am to 3:00 pm
Drive	Monday to Sunday 3:00 pm to 8:00 pm
Evening	Monday to Sunday 8:00 pm to midnight

\* strong emphasis on Breakfast and Drive

**Spots:** 35+ per station minimum per week

**Stations:** top stations in market (CA)

**c) Ethnic**

**Timing:** May 11 - May 17 (as available by region)

## 7.7 Out of Home

Out-of-home media offered mass coverage and high frequency in the more densely populated urban centres. The message was visible 24 hours a day. In the two weeks following Census Day, we were able to create a sense of urgency by putting a snipe across the original message.

Out-of-home ran for four weeks starting on April 29 and finishing May 28 in all regions except the Atlantic where it started on April 22 and finished May 21. On May 14, all out-of-home was sniped with the message "Its not too late" and the Census Help Line number. This was done to make the outdoor more relevant during the period immediately after Census Day.

- a) **Standard posters** - top 25 markets  
10' x 20'  
illuminated at night
- b) **Transit shelters** - top 25 markets  
4' x 5'6"  
internally illuminated  
high quality paper in a metal frame  
mounted behind glass
- c) **Transit advertising** - top 23 markets  
exterior  
seventies 70"w x 21"h (on bus backs)

## 7.8 Contingency

Radio, dailies and weeklies were all used in the clean-up period. Choice depended on the media available, the target population and geographic area.

Contingency advertising was used by all regions except the Atlantic region.

## 7.9 Arrangements with Media

- a) The Daily Newspaper Association was asked to ensure that the Census ads were run well forward in the first section or in the "local news" section, whenever possible, for both the pre-Census and after Census insertions.
- b) The Community Newspaper Association encouraged their membership to use the media information kits issued by regional offices and Ottawa. In addition, the Association also offered the use of their internet distribution network. Census information was to be included in "What's New". No limit was placed on the amount of material we could include. Although not all weeklies use this source for information, more and more are beginning to since it reduces the need to retype materials. The contacts for this service were located in British Columbia, Alberta and Ontario. Regional offices were provided with a contact name and asked to follow through on getting information up on the internet.
- c) The Radio Bureau agreed to provide one public service announcement for every purchased ad they received. They also agreed to assist in the clean-up period by asking announcers in problem areas to promote the Census and the Census Help Line.

Brian Jones, President and C.E.O. of the Radio Marketing Bureau, Inc. sent a memo to his sales managers describing the Census radio buy and encouraging them to give the campaign as much added support as possible through on air announcements, etc. (Appendix 35).

- d) We received a 10% bonus on both the poster and transit shelter advertising with Mediacom.

## 8.0 Other Requests

There were a number of special requests from the regions. In some cases, the regions negotiated closing dates and materials required while in others, they requested that McKim look into these matters.

## 8.1 Negotiated by McKim

In most cases these were easily fit into the overall advertising buy and created little if no problem since the buy was done through Genesis and materials were incorporated into the schedule. These were:

- a) Telecite Inc. - Montreal CMA - inside metro electronic signs
- b) Zoom Restroom ads - Montreal and Quebec
- c) Elevator ads - Victoria and Vancouver (62 commercial and 366 residential buildings)
- d) CBC - radio spots (announcer reads) were provided to all stations
- e) VMA (pixel electronic messaging boards) - British Columbia

## 8.2 Negotiated by the regions

These often created logistics problems for the agency since materials had to be produced and closing dates met which often did not fit into a tight and prioritized schedule. This schedule was based on the approved media plan and buy but had to be revised to meet new requests as they came up. Sometimes this was not possible and the supplier then went back to the region asking about dates and materials, etc. In addition, regions sometimes developed contracts which they then provided to McKim. This created many difficulties because McKim did not have a media buy contract. That is the responsibility of Genesis, the agency of record for the federal government. The special requests were:

- a) WHAM Advertising Broadcast - Moncton, Fredericton and St. John's
- b) Rodgers Cable Advertising and Shaw Television Networks Inc. - British Columbia coverage except for Kamloops
- c) Artwork for bus benches (80) - Prairies
- d) Radio spots for northern Manitoba early enumeration in English and Cree (3 days turnaround)
- e) Blockbuster video - music bed for the PSA (L. Nielsen)
- f) Property Management News - goes to residential property managers - print ad (Appendix 36).

### 8.3 Hiring Ads

Ads, for hiring Census Commissioners and Census Representatives, were placed in community papers between January and mid-April in Ontario, the Prairies and British Columbia (Appendix 37). These ads did not go through the correct approval and placement process. The Collections project had decided to retain their advertising dollars rather than putting it into the agency package. Consequently, there was not enough money in the communications budget to pay for the additional ads and time was too short to go through the proper procedures for each of the more than 70 ads. Most of the ads cost between \$250.00 and \$400.00.

### 8.4 Requests for Advertising

We received a number of proposals for advertising dollars. Requests came from magazines, weeklies and ethnic papers and television. These were referred to McKim for evaluation.

### 9.0 Northern Census

The main focus of the northern Census promotional program was the public service announcement featuring Susan Aglukark (Appendix 38). Ms. Aglukark recorded the message in English and in Inuktituk. Both were used by CBC Northern Services. In addition, a voice tape was made and used by most northern radio stations. Although the PSA was developed primarily for the Northwest Territories, it was also well received in Labrador and parts of northern Quebec.

Northern print ads were also developed for early enumeration. The ads were placed in the following publications:

Above and Beyond  
Nunavut Business Directory  
Explore  
News North  
Tysaayaksat  
Nunatsiaq News  
The Drum  
Kivalliq News  
Slave River Journal

Radio advertising space was also bought in the north. McKim produced a spot for the local radio stations indicating that the Census is coming and to check the local newspapers to find out the date. A script was also provided so that the stations selected for the buy could do announcer reads in the various dialects. This applied to all areas involved in early enumeration (Appendix 39).

## 10.0 Public Service Announcements

Presentations were made to the regional directors and the Census Steering Committee regarding the use of PSAs to promote the 1996 Census. Since PSAs usually do not use the same concept as either the paid advertising or the public relations materials, they do not reinforce the census message but rather introduce a new one. In addition, the benefit of using "talking heads" as representatives of the Census is open to some discussion since what might appeal to one person does not appeal to another. Nevertheless, it was agreed that the regional offices could go ahead and develop PSAs if all necessary approvals were obtained and official language rules followed.

### 10.1 Approval Process

PSAs are reviewed and provided with an authorization number by Public Works and Government Services Canada (PWGSC). The Telecaster Committee of Canada and the CBC, Operations Manager, Broadcast Communications approve all PSAs for content and quality prior to use. The CBC approval is for all CBC outlets while the Telecaster Committee covers all of the other Canadian networks.

#### a) Telecaster Committee of Canada

To receive Telecaster Committee of Canada approval, an *Application for registration of Public Service Announcements* (Appendix 40) and a tape of the PSAs were provided to Public Works and Government Services Canada (PWGSC). PWGSC submitted the application. Approval was received for the PSAs for both English and French networks (Appendix 41).

#### b) Canadian Broadcasting Corporation

The PSAs were submitted to the CBC. We did not receive approval. This was probably more a timing problem since a strike at CBC seemed imminent at this time than a reflection on the quality or content of our PSAs.

## 10.2 Public Service Announcements

The agency developed the animation for the front end and the back end for all of the videos except for the Aglukark video. This was done to present a message consistent with the print ads and the public relations materials. Efforts were also made by the regional offices to have the script support the paid advertising and public relations materials.

### a) Susan Aglukark

The Prairies developed this PSA for the northern Census. It was reviewed and obtained clearance from Public Works and Government Services Canada (PWGSC). Since it was being used by CBC Northern Services, a telecasters approval was not required. CBC approves their own materials.

The PWGSC authorization number was PSA-009-95.

### b) Youth Video

This video was produced in Halifax and was underwritten by the local media. The cost to Statistics Canada was about \$300.00 plus reproduction costs. The majority of cable stations in the Atlantic received a copy and indicated an interest in using it.

The PWGSC authorization number was PSA-001-96.

The Telecaster Committee of Canada number was S552CE01-0597 (English)

The Telecaster Committee of Canada number was SO31RE01-0597 (French)

### c) Anthony Kavanagh

This video was produced in Montreal in English and French. Because we paid for the talent, the cost was more than for the other videos. It was used as part of the official launch of the census in Montreal on May 6 as well as at the numerous press conference that were held in Quebec in the three weeks prior to Census Day. We also tried to get Blockbuster to use it in their outlets in Quebec rather than the Nielsen video which was available only in English. The other offices used this video because Mr. Kavanagh met a number of our target publics. In Toronto, some of the large companies which have internal video networks, used the video.

The PWGSC authorization number was PSA-002-96.

The Telecaster Committee of Canada number was S552CE02-0597 (English)

The Telecaster Committee of Canada number was SO31RE02-0597 (French)

**d) Leslie Nielsen**

This video was produced by Edmonton for use in all Blockbuster outlets across Canada. In addition, Rodgers Video used it as did 70 cinemas in the west prior to the start of the main attraction. Some of the specialty programs also used it and arrangements are now underway.

The PWGSC authorization number was PSA-003-96.

The Telecaster Committee of Canada number was S552CE04-0597

**e) Jean Béliveau**

This video was produced by the Edmonton office. The specialty sports network used it for both their English and French markets.

The PWGSC authorization number was PSA-004-96.

The Telecaster Committee of Canada number was S552CE03-0597 (English)

The Telecaster Committee of Canada number was SO31RE03-0597 (French)

**f) Mr. Blakeney**

This video was produced for the local market. It was used by cable stations.

The PWGSC authorization number was PSA-005-96.

The Telecaster Committee of Canada number was S552CE05-0597

**g) Nellie Wiebe**

This video was also produced for the local market in support of the Census of Agriculture. It was used on cable stations and at exhibitions, conferences, etc.

The PWGSC authorization number was PSA-006-96.

The Telecaster Committee of Canada number was S552CE06-0597

## 11.0 National comparisons

Advertisers spend almost \$4.2 million dollars each year on advertising in Canada. According to a August 3, 1996, article in the Ottawa Citizen, this amount is allocated by media type as follows:

Media	Percentage Census	Percentage National
Newspapers	33.3%	26.3%
Radio	43.7%	8.0%
Out-of-home	22.7%	8.6%
Television	0.3%	19.2%
Magazines	----	3.4%
Miscellaneous	----	11.8%
Catalogue, direct mail	----	22.7%
Total	100.0%	100.0%

The census spent approximately \$3,315.742 on advertising. This amount was allocated among radio, newspapers and out-of-home. Other media were not used because of timing and costs. The census costs compare favourably to such government campaigns as the constitutional referendum which allocated \$25.0 million to advertising.

## 12.0 Media Buy - Regional Allocation

Six regional media buys (the five regions and the centralized edit test area) were developed based on the specific needs of each region. The following tables look at the media buys by media and by region. The totals are not always the same as the totals indicated in section 7.4 because of the difficulty of determining media by region based on the final billings. Regions were not always clearly indicated and media were sometimes mixed on bills.

Table 1 indicates that the Ontario region had a higher percentage of advertising dollars than planned due to the highest use of contingency advertising. The Pacific region, which is also slightly higher, was the second highest user of contingency ads.

Table 2 breaks down pre-census (planned) and post-census (planned and contingency). Radio was billed on a monthly basis so it was difficult to determine pre and post. The split outlined in the table was an arbitrary split based on number of days and media weight.

Table 3 shows the number of radio spots by region.

Table 4 breaks down the pre-census and post-census Daily newspaper buy by region.

Tables 5, 6, 7, 8, and 9 show the pre-census and post-census buy for weekly newspapers, alternative print, agriculture print, ethnic print and Aboriginal print by region.

Table 10 indicates the out-of-home media buy by region by pre and post census. Out-of-home includes bus shelters, billboards, elevator ads, washroom ads, bus ads (backs and sides) and electronic messaging boards.

Tables 11, 12 and 13 show the pre-census and post census radio buys for ethnic, agriculture and Aboriginal media.

**Table 1: Allocation by Media by Region**

	Atlantic	Quebec	Ontario	Ottawa	Prairie/NWT	Pacific/YT	Total
Radio	54,340	149,411	387,386	52,140	123,008	212,931	979,216
Print/Dailies	22,415	47,561	170,376	17,611	39,774	64,761	362,498
Print/Weeklies	21,076	46,650	126,583	6,507	52,530	87,359	340,706
Out-of-home	47,961	127,993	207,350	22,126	86,985	97,038	589,453
Alternative print	0	4,474	4,141	1,724	1,469	4,781	16,588
Agriculture print	4,179	6,550	21,873	3,322	18,283	12,555	66,762
Agriculture radio	0	0	10,633	0	73,157	24,887	108,677
Ethnic radio	0	4,566	34,208	0	1,344	5,213	45,331
Ethnic print	0	9,357	43,095	512	1,804	6,922	61,690
Aboriginal print	248	1,079	1,225	0	3,630	909	7,091
Aboriginal radio	0	0	0	0	840	0	840
Television	0	0	2,612	0	0	4,232	6,843
Total	150,219	397,641	1,009,484	103,942	402,825	521,587	2,585,698
% Total	6	15	39	4	16	20	100

Table 2: Media type by pre and post census

	Pre-census	Post-census	Total
Radio	234,584.87	744,631.5	979,216.37
Print/Dailies	134,628.59	227,869.09	362,497.68
Print/Weeklies	72,109.34	268,597.012	340,706.35
Out-of-home	294,726.56	294,726.56	589,453.12
Alternative print	2,816.47	13,771.91	16,588.38
Agriculture print	30,836.43	35,925.99	66,762.42
Agriculture radio	10,213.2	98,464	108,677.2
Ethnic radio	25,627.25	19,704	45,331.25
Ethnic print	3,947.48	57,742.47	61,689.95
Aboriginal print	7,091.29	---	7,091.29
Aboriginal radio	840	---	840
Television	---	6,843.51	6,842.51
Total	817,421.48	1,540,416.0442	2,585,696.52

Table 3: Radio Spots by Region

	Pre-census	Post-census	Total	Percentage
Atlantic	3,857	50,483	54,340	5.5
Quebec	5,544	143,867	149,411	15.3
Ottawa	16,594	35,546	52,140	5.3
Ontario	135,310.12	252,076	387,386.12	39.6
Prairies	8,031	118,327.16	126,358.16	12.9
Pacific	65,248.75	144,332.35	209,581.1	21.4
Total	234,584.87	744,631.51	979,216.38	100

Table 4: Dailies by region by pre and post census

	Pre-census	Post-census	Total	Percentage
Atlantic	11,143.58	11,271	22,414.58	6.2
Quebec	25,286.37	22,274.74	47,561.11	13.1
Ottawa	6,090.74	11,519.78	17,610.52	4.8
Ontario	54,208.11	116,167.53	170,375.64	47.1
Prairies	21,282.53	20,217.68	41,500.21	11.4
Pacific	16,617.26	46,418.09	63,035.35	17.4
Total	134,628.59	227,868.82	362,497.41	100.0

Table 5: Weeklies by region by pre and post census

	Pre-census	Post-census	Total	Percentage
Atlantic	1,885.82	19,189.7	21,075.52	6.2
Quebec	13,662.76	32,987.53	46,650.29	13.7
Ottawa	632.78	5,874.53	6,507.31	2.0
Ontario	14,577.02	112,006.39	126,583.41	37.1
Prairies	41,350.96	42,277.76	83,628.72	24.5
Pacific	---	56,261.11	56,261.11	16.5
Total	72,109.34	268,597.01	340,706.36	100.1

Table 6: Alternative print by region by pre and post census

	Pre-census	Post-census	Total	Percentage
Atlantic	---	---	---	---
Quebec	---	4,473.53	4,473.53	27.0
Ottawa	---	1,723.57	1,723.57	10.4
Ontario	2,316.47	1,825	4,141.47	24.9
Prairies		1,469.23	1,469.23	8.9
Pacific	500	4,280.58	4,780.58	28.8
Total	2,816.47	13,771.91	16,588.38	100

Table 7: Agriculture print by region by pre and post census

	Pre-census	Post-census	Total	Percentage
Atlantic	1,779	2,400.49	4,179.49	6.3
Quebec	6,550.44	---	6,550.44	9.8
Ottawa	770.05	2,551.79	3,321.84	5.0
Ontario	1,063.5	20,809.81	21,873.31	32.8
Prairies	18,282.51	---	18,282.51	27.4
Pacific	2,390.93	10,163.9	12,554.83	18.8
Total	30,836.43	35,925.99	66,762.42	100.1

Table 8: Ethnic print by region by pre and post census

	Pre-census	Post-census	Total	Percentage
Atlantic	---	---	---	---
Quebec	---	9,357.19	9,357.19	15.2
Ottawa	511.76	---	511.76	.9
Ontario	1,644.3	41,451.09	43,095.39	69.9
Prairies	968.7	835.41	1,804.11	2.9
Pacific	822.72	6,098.78	6,921.5	11.2
Total	3,947.48	57,742.47	61,689.95	100.1

Table 9: Aboriginal print by region by pre and post census

	Pre-census	Post-census	Total	Percentage
Atlantic	248.4	---	248.4	3.5
Quebec	1,078.6	---	1,078.6	15.2
Ottawa	---	---	---	---
Ontario	1,225.26	---	1,225.26	17.3
Prairies	3,630.35	---	3,630.35	51.2
Pacific	908.68	---	908.68	12.8
Total	7,091.29	---	7,091.29	100

Table 10: Out-of-home by region by pre and post census

	Pre-census	Post-census	Total	Percentage
Atlantic	23,980.5	23,980.5	47,961	8.1
Quebec	63,996.5	63,996.5	127,993	21.7
Ottawa	11,063	11,063	22,126	3.8
Ontario	103,675.07	103,675	207,350.14	35.2
Prairies	43,492.45	43,492.45	86,984.9	14.8
Pacific	48,519.04	48,519.04	97,038.08	16.5
Total	294,726.56	294,726.49	589,453.12	100.1

Table 11: Ethnic radio by region by pre and post census

	Pre-census	Post-census	Total	Percentage
Atlantic	---	---	---	---
Quebec	4,566	---	4,566	10.1
Ottawa	---	---	---	---
Ontario	15,751.25	18,457	34,208.25	75.5
Prairies	1,344	---	1,344	3.0
Pacific	3,966	1,247	5,213	11.5
Total	25,627.25	19,704	45,331.25	100.1

Table 12: Agricultural radio by region by pre and post census

	Pre-census	Post-census	Total	Percentage
Atlantic	---	---	---	---
Quebec	---	---	---	---
Ottawa	---	---	---	---
Ontario	10,213.2	420	10,633.2	9.8
Prairies	---	73,157	73,157	67.3
Pacific	---	24,887	24,887	22.9
Total	10,213.2	98,464	108,677.2	100

Table 13: Aboriginal radio by region by pre and post census

	Pre-census	Post-census	Total	Percentage
Atlantic	---	---	---	---
Quebec	---	---	---	---
Ottawa	---	---	---	---
Ontario	---	---	---	---
Prairies	840	---	840	100.0
Pacific	---	---	---	---
Total	840	---	840	100.0

### 13.0 Recommendations

- Individual regional meetings should be held again for the 2001 Census.
- Regional office strategic development meetings should be at least nine months earlier.
- A guide should be developed and provided to participants prior to the meetings so that all briefing materials are organized in a similar fashion. The Guide should also be provided to the agency and Ottawa staff for review prior to the meeting.
- We should continue to brief regional directors at strategic points during the planning, development and implementation.
- The same creative should be used for both the paid advertising and the public relations program.
- The creative should be developed much sooner, both for the Agency and for the public relations aspects.
- The creative should be developed for the contingency phase of the program at the same time as the before and after census phases of the program are developed. Designs for the contingency phase should also include designs for agriculture and ethnic papers.
- The radio tapes should contain the tapes for the before, after and contingency phases of the program so that only the traffic instructions need to be changed and it is not necessary to get tapes to stations at the last minute.
- The Northern Census Ads need to be finalized in November to make deadlines in print media.
- The same moderator should conduct both the English and French groups. This would remove moderator "bias" so that differences can be clearly attributed to the groups.
- The groups should not start off with a discussion of prosecution and the legal requirement to do a Census. This had a tendency to put the Census in a negative light right from the first.

- The moderators should be more aware of the Census, how it is conducted, when it is, etc. It would be less disruptive for the groups.
- The research should be done much sooner so that more of the findings can be incorporated into the research and the ongoing public relations program.
- We should use the services of APORS again. Their help was vital to getting the contract awarded on time.
- Research should be undertaken on television advertising and alternatives to ads that can be used by television.
- Research should be undertaken on ethnic and Aboriginal newspapers and magazines to determine readership and to develop a list for the 2001 Census.
- Any special arrangements or negotiations made by the region must be paid for by the region. Agencies do not pay for media buys when they are working for the federal government. Those are brought and paid for by the Agency of Record for the government.
- All requests for advertising dollars should be routed through the ad agency. The agency is in a better position to evaluate the service than Statistics Canada.
- Instead of "talking heads", we should provide the creative in power point with a voice over to stations. Length should be 15 and 30 seconds.
- The hiring ads for Census Commissioners and Census Representatives should go through the ad agency and have a similar look and feel to the rest of the campaign. This cannot be done for the other positions since they are filled under the Public Service Employment Act rather than the Statistics Act.

## **Report for Statistics Canada on the 1996 Census Campaign A Perspective from the Agency, McKim Communications**

As our first comment for this report, we would like to state how much we appreciate the working relationship we have with the communications manager and with the regional communications managers as well. We felt very much a part of the Census '96 team, and I believe this was an important factor in the success we all shared.

Overall, our major recommendation for next census would be to involve the agency much earlier in the process. We feel that if we had a longer lead time, we would have been in a better position to service the account more smoothly and perhaps have even better results than we do.

### **Briefing:**

It was a good experience to meet with all the regional people in advance of the campaign. It was not only enjoyable, but being able to put a face to a name, and having established a rapport, made the job much easier once things got a little hectic. It also contributed to our sense that we were part of the Census '96 team.

We became well aware of the different needs of each region through the briefing process, however we did find the process a little overwhelming, and felt that if there was some structure to the process it might be more productive.

We suggest that a briefing guide be created; a document that would list relevant points to cover in the brief, which would be used as a framework for the process. In this way each region's brief to the agency would cover the same points. We feel this would contribute to our being able to adjust the plans more precisely, to accommodate specific needs for each region.

If this document were to be prepared and reviewed by the agency in advance of the regional briefing meetings, then the briefing meetings could be used more for clarification and questions. We would be very happy to work with Statistics Canada to initiate this document.

**Budget:**

We felt that the budget provided was adequate for the census. We consider that the strategy of concentrating a larger portion of the dollars in the "census period" (census day and the week following) was sound, and having the funds available in the post census period (one week after the census and beyond), to respond to needs as they arose, was also very effective. We believe that the dollars were spent quite efficiently, but agree with Statistics Canada that fine tuning on some media selections would improve results in 2001.

**Reporting:**

We believe that creating six separate regional plans, based on one national theme and incorporating regional variations, was the correct way to proceed and would encourage the same process next time. We feel that it imparts a sense of ownership in each region when they have their own plan, specifically designed to meet their needs.

Again if we had more time, these plans would have been even more specific to better reflect the different needs by region, and could have been updated regularly to show changes as they occurred. We particularly needed more time for assessing the lengthy (about 600) weekly newspaper recommendations and to source out the ethnic media more carefully.

In future we would encourage the regions not to commit to any media advertising unless they expected to pay for the media themselves. We would have preferred to recommend a plan for media coverage across the country first, and then alter that plan by region based on recommendations coming out of the regions, after they reviewed the first draft of the plan. In some cases however, we recognize that commitments had to be made to secure space. We understand that due to the constraints of a short lead time, we could not always follow this process.

We found it particularly difficult to incorporate "deals" into the plans that had been negotiated at the regional level, and found that in some instances we cut back on media weight due to a perceived "deal" that had been worked out with the media, which in fact never materialized.

**Creative:**

Initially we had planned many different creative executions for different target groups, and learned as the process continued, that the fewer and simpler the executions, the better. The consistency of image (yellow envelope, phone) and message in all media proved a good tool to get the message across.

### **Post Census:**

We felt that overall, considering the need for instant turnaround time, the executions during this period went smoothly. We want to particularly acknowledge Genesis Media and A.P.O.R.S. for their magnificent cooperation during this whole campaign, but particularly during the post census period. It was a great team effort!

Our plan to create as much post census material as possible in advance, and to secure as much anticipated media weight as possible in advance, proved very helpful, particularly with the radio campaign. Instead of having to create and send new creative to the stations we had only to issue instructions on material they already had. Time was already booked on top stations in major markets which would not have been available with such short lead times.

We would also like to thank the Statistics Canada Census team for their cooperation and patience during this period as well. In future, to make things run even smoother, we would recommend that the agency provide to the regions a simple "how to" guide of questions to ask by media (e.g. issue date of publication, closing date for material), which would be helpful to have answered prior to the regions making media requests of the agency in this post census period. In many cases we had requests to run in weekly publications *that week* when in fact the closing date for the issue had already passed. This caused disappointment at the regional level and more communication from the agency to the region to explain why all their needs could not be met.

The agency recommends that a how to manual be produced which would provide the regional contacts with a guide for collecting information on media which would be pertinent to the agency, not only during the planning process, but also during the critical post census period when time is so important. This would help the regional level staff to evaluate media choices when making recommendations to the agency. It could also clarify approval processes which would be required before a booking could occur. This would create better understanding on all sides of the information needed to proceed and the timelines required.

In closing, our experience in this campaign will allow for a much greater understanding of the client's needs and expectations concerning the 2001 census. We would be prepared to begin the preparation work in developing the regional manuals and briefing outlines now when the experience of 1996 is still fresh in our minds.



Ottawa, Canada  
K1A 0R5

**CONTRACTING POLICY NOTICE  
1994-5**

**T.B. No.: 821823**

**DATE: 6 JULY 1994**

**TO: FUNCTIONAL HEADS,  
ADMINISTRATION/FINANCE OF  
ALL DEPARTMENTS AND  
AGENCIES**

**SUBJECT: CONTRACTING FOR  
ADVERTISING AND  
PUBLIC OPINION  
RESEARCH SERVICES**

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**SUMMARY**

ON 23 JUNE 1994, THE TREASURY BOARD APPROVED MODIFICATIONS TO THE CONTRACTING POLICY TO IMPLEMENT THE "GUIDELINES ON CONTRACTING FOR COMMUNICATIONS, PUBLIC OPINION RESEARCH AND ADVERTISING".

THESE CHANGES BRING CONTRACTING FOR PUBLIC OPINION RESEARCH AND ADVERTISING SERVICES WITHIN THE AMBIT OF THE CONTRACTING POLICY, REINFORCE THE USE OF THIS POLICY FOR CONTRACTS FOR COMMUNICATIONS SERVICES, AND THEREBY MAKE PROCUREMENT OF THESE SERVICES MORE OPEN, TRANSPARENT AND COMPETITIVE.

**AVIS CONCERNANT LA POLITIQUE SUR  
LES MARCHÉS PUBLICS 1994-5**

**C.T. No. : 821823**

**DATE : LE 6 JUILLET 1994**

**AUX: ADMINISTRATEURS  
FONCTIONNELS,  
ADMINISTRATION/FINANCES DE  
TOUS LES MINISTÈRES ET  
ORGANISMES**

**OBJET: LES MARCHÉS DE SERVICES  
DE PUBLICITÉ ET DE  
SONDAGES D'OPINION  
PUBLIQUE**

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**RÉSUMÉ**

LE 23 JUIN 1994, LE CONSEIL DU TRÉSOR A DONNÉ L'APPROBATION DE MODIFIER LA POLITIQUE SUR LES MARCHÉS PUBLICS AFIN DE METTRE EN OEUVRE LES "LIGNES DIRECTRICES SUR LES MARCHÉS DE SERVICES DE COMMUNICATIONS, DE SONDAGES D'OPINION PUBLIQUE ET DE PUBLICITÉ".

CES MODIFICATIONS FONT ENTRER LES MARCHÉS DE SERVICES DE SONDAGES D'OPINION PUBLIQUE ET DE PUBLICITÉ DANS LE CHAMP D'APPLICATION DE LA POLITIQUE SUR LES MARCHÉS PUBLICS, RENFORCENT L'USAGE DE CETTE MÊME POLITIQUE POUR LES SERVICES DE COMMUNICATION, ET RENDENT AINSI L'ACQUISITION DE TOUS CES SERVICES PLUS OUVERTE, TRANSPARENTE ET CONCURRENTIELLE.

## POLICY

Effective immediately, all contracts for public opinion research and advertising services are subject to the Contracting Policy. The "Supplemental Policy and Guidelines with respect to Contracting Procedures for Communications, Public Opinion Research and Advertising Services" are provided in the Attachment to this Notice. This Attachment becomes "Appendix U" in the Treasury Board Manual - Contracting. A brief explanation of the Attachment follows:

### Initiation

Departments must use Public Works and Government Services Canada (PWGSC) to contract for public opinion research or advertising services.

Departments may initiate contracts for communications services only if there is a clear need to provide information about government policies and programs, and if there is no less costly alternative available.

### Solicitation

The contracting authority will use the existing competitive procedures, either open bidding or a suppliers' list, to solicit proposals for these

## POLITIQUE

Dès maintenant, tous les marchés de services de sondages d'opinion publique et de publicité sont assujettis à la Politique sur les marchés publics. Vous trouverez ci-joint dans un Attachement, "La Politique et les lignes directrices complémentaires sur la procédure d'impartition des services de communications, de sondages d'opinion publique et de publicité". Cet Attachement sera "Annexe U" au volume *Marchés* du *Manuel du Conseil du trésor*. Une explication en bref de cet Attachement suit:

### Déclenchement du processus

Les ministères doivent utiliser Travaux publics et Services gouvernementaux Canada (TPSGC) pour tout projet susceptible de déboucher sur un marché de services de sondages d'opinion publique et de publicité.

Les ministères ne peuvent déclencher le processus menant à la passation d'un marché de services de communications que s'il est manifestement nécessaire de fournir des renseignements sur les politiques et les programmes gouvernementaux et s'il n'existe aucune alternative moins coûteuse.

### Appel d'offres

L'autorité contractante fera appel à la concurrence selon les procédures habituellement prévues, c'est-à-dire en recourant soit à une invitation ouverte à soumissionner, soit à une liste de fournisseurs présélectionnés, pour obtenir des

services. The exceptions to this requirement are limited to those identified in the Contracting Policy and Government Contracts Regulations (Section 6). Use of certain exceptions will have to be explained in a letter to the Treasury Board Secretariat, which will report them to the Treasury Board.

### Evaluation

The contracting authority will use appropriate criteria to evaluate proposals. The contract will normally be awarded to the "best value" proposal; however, in specific circumstances, contracts may also be awarded to an "equivalent best value" proposal.

### Reporting and Monitoring

Departments will continue to provide PWGSC with a forecast of their planned expenditures on public opinion research and advertising.

The Treasury Board Secretariat will provide the Treasury Board with a quarterly report on contracts awarded for public opinion research and advertising. The Secretariat's report will monitor contract awards to ensure that departments are complying with the new Guidelines, and will identify whether there is any evidence of market dominance. The report to the Treasury Board will be made public.

propositions de services dans les domaines en question. Font exception à cette exigence les cas spécifiés dans la Politique sur les marchés publics et le Règlement sur les marchés de l'Etat (l'article 6). Certains cas d'exception devront être expliqués dans une lettre adressée au Secrétariat du Conseil du trésor, qui en avisera le Conseil du trésor.

### Evaluation

L'autorité contractante se servira de critères appropriés pour évaluer les propositions. Le marché sera normalement attribué à l'entrepreneur présentant la "meilleure valeur"; cependant, dans les circonstances spécifiques, un marché pourra être attribué à une proposition présentant une "meilleure valeur équivalente".

### Rapports et surveillance

Les ministères continueront de fournir à TPSGC une prévision de leurs dépenses en matière de sondages d'opinion publique et de publicité.

Le Secrétariat du Conseil du trésor fournira au Conseil du trésor un rapport trimestriel sur les marchés adjugés au titre des sondages d'opinion publique et de publicité. Le rapport du Secrétariat portera sur l'adjudication des marchés pour s'assurer que les ministères se conforment aux nouvelles Lignes directrices et déceler les cas éventuels de domination. Le rapport au Conseil du trésor sera publié.

## ADDITIONAL INFORMATION

### Contracting Volume

The changes identified in the Attachment to this Notice will be incorporated into a forthcoming revision to the Treasury Board Manual - Contracting. In the meantime, departments and agencies are requested to make copies of this Notice and Attachment for their immediate requirements. This Notice will be cancelled upon incorporation of its contents in the Manual.

### Enquiries

Enquiries with respect to the contents of this Notice may be addressed to Richard Fosbrooke, Contract and Project Management Division, Administrative Policy Branch, Treasury Board Secretariat at (613) 954-4688, or FAX (613) 952-1381.

## AUTRES RENSEIGNEMENTS

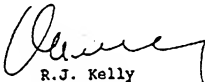
### Volume des marchés

Les changements décrits dans le présent Avis et dans son Attachement seront intégrés aux révisions qui seront apportées prochainement au volume *Marchés du Manuel du Conseil du trésor*. Dans l'intervalle, les ministères et organismes sont priés de tirer suffisamment de copies de cet Avis et de son Attachement pour répondre à leurs besoins immédiats. Cet Avis sera annulé dès que son contenu aura été intégré au Manuel.

### Demandes de renseignements

Les demandes de renseignements ayant trait au contenu du présent Avis peuvent être adressées à Richard Fosbrooke, Division de la gestion des marchés et des projets, de la Direction de la politique administrative, au Conseil du trésor, au poste (613) 954-4688, ou au numéro de télécopieur (613) 952-1381.

Chef de groupe  
Gestion des marchés  
Direction de la politique administrative



R.J. Kelly  
Group Chief  
Contracting Management  
Administrative Policy Branch

Attachment

Pièce Jointe

Distribution/Diffusion: TB06, 07, T004, 005, 009, 010, 023, 024, 035, 036, 037, 038, 040, 161

## APPENDIX U

### SUPPLEMENTAL POLICY AND GUIDELINES WITH RESPECT TO CONTRACTING PROCEDURES FOR COMMUNICATIONS, PUBLIC OPINION RESEARCH AND ADVERTISING SERVICES

#### APPLICATION

The Contracting Policy will apply to all contracts for communications, public opinion research and advertising services. For clarification as to what is included in certain of these services and consequently subject to the Contracting Policy, a definition and examples of each are provided in the Attachment of this Appendix.

The Supplemental Policy And Guidelines With Respect To Contracting Procedures For Communications, Public Opinion Research And Advertising Services are an integral part of the Contracting Policy. Based on the principles and procedures of the Contracting Policy, the Supplemental Policy and Guidelines is a more precise elaboration of the expected conduct in terms of contract initiation, solicitation, evaluation and reporting for communications, public opinion research and advertising services. Upon its approval by the Treasury Board, this document became an Appendix in the *Treasury Board Manual - Contracting*.

When contracting for communications, public opinion research and advertising, reference should also be made to the Communications Policy and the Management of Government Information Holdings Policy, which are also applicable to these services.

#### INITIATION

1. Departments and agencies must use Public Works and Government Services Canada (PWGSC) to contract for all public opinion research or advertising services. Unless the Minister of Public Works and Government Services Canada has delegated his authority, PWGSC is the only contracting authority for these services.
2. Departments and agencies must notify PWGSC at the beginning of a project planning process if this could result in the award of a contract related to public opinion research or advertising services. Departments and agencies require the permission of PWGSC before they may proceed with these activities.
3. PWGSC will:
  - in the case of advertising, assign a registration number to each project. Departments and agencies must obtain this number before a contract for advertising services can be awarded;

- in the case of public opinion research, assign a registration number to each project. Departments and agencies must obtain this number before the field work begins. PWGSC will only withhold assigning this number if there are concerns about the integrity of the contracting process;
  - continue to provide advisory services to departments and agencies in the areas of advertising and public opinion research; and
  - review proposed projects for advertising and public opinion research with the Communications Secretariat, Privy Council Office, to ensure consistency with overall government priorities.
4. Departments and agencies will adhere to the principles and procedures of the Contracting Policy when proposing to contract for communications services. This means that contracts in excess of \$30,000 will be competitively solicited unless they meet one of the exceptions defined in the Contracting Policy. Contracts for these services will only be initiated when there is a clear need to provide information about, and to explain, government policies and programs, and when there is no less costly alternative available.

## SOLICITATION

### A: General

1. The contracting authority will include in each solicitation a statement to advise potential suppliers that:
  - the Government is monitoring contract awards for these services to ensure that there is no domination of the particular market by one or more contractors. Market dominance is defined to be one or more contractors each having been awarded more than 25 per cent of the approved total value for all contracts for a particular service in the current fiscal year; and
  - remedial action will be taken, if required, to eliminate market dominance.
2. The contracting authority will identify in the appropriate solicitation that only Canadian owned and controlled companies will be considered for advertising contracts. The contracting authority will provide the related definition. This ownership and control requirement, however, does not apply to contracts for public opinion research.

### B: Contracts Less Than \$30,000

1. The contracting authority may solicit bids for procurements of public opinion research and advertising services, whose total value is less than \$30,000. These low dollar value

contracts may, however, also be awarded non-competitively to a qualified supplier. Contract splitting to result in a total value of less than \$30,000 is not permitted under any circumstances.

### C: Contracts In Excess of \$30,000

#### I Transitional Solicitation Provisions for Contracts for Advertising and Public Opinion Research Services In Excess of \$30,000.

1. The contracting authority for advertising and public opinion research services may, for a period of one year after approval of the Supplementary Policy and Guidelines, solicit proposals with respect to these services exclusively through the use of notification in appropriate trade journals. This methodology may be used to award a contract directly, or to prepare a list of pre-qualified suppliers for future solicitations for a particular service. If a Suppliers' List is established, all qualified suppliers thereon will be invited to submit a proposal in connection with every procurement of that type of service.
2. During this transition period, the contracting authority will make preparations to use the Open Bidding Service (OBS) and Government Business Opportunities (GBO); if possible, the contracting authority is also encouraged to provide notification on the OBS and in GBO during this period. At the end of the one year transition, the contracting authority will follow "II General Solicitation Procedures" for solicitations for these services.
3. During the transition period, all solicitations will conform with the procedures outlined in "III Additional Solicitation Requirements".

#### II General Solicitation Procedures

1. The contracting authority will solicit bids for procurements of public opinion research and advertising services, whose total value exceeds \$30,000:

- by the use of open bidding.

In the absence of a list of pre-qualified suppliers for the particular type of service sought, the contracting authority will publish a Notice of Proposed Procurement on the OBS and in GBO for a period of 30 days. This Notice of Proposed Procurement will state, inter alia, both the criteria to be used to qualify potential suppliers for consideration, and the criteria to be used to evaluate the proposals of qualifying suppliers;

- from a pre-qualified Suppliers' List.

The contracting authority may establish a pre-qualified Suppliers' List for each type of service; this list will then be used when an actual procurement of the particular service occurs. To establish such a list, the contracting authority will publish a Notice of Planned Procurement on the OBS and in GBO for a period of 30 days. This Notice of Planned Procurement will state, inter alia, the criteria to be used to qualify potential suppliers for consideration.

If the contracting authority creates a pre-qualified Suppliers' List for a particular type of service, the contracting authority must:

- invite all qualified suppliers on the particular list to submit a proposal in connection with every procurement of that type of service; and
  - notify the community of interest of the existence of such lists by annually publishing a Notice on the OBS and in GBO for a period of 15 days. This Notice will, inter alia, identify the existence of such lists and the criteria to qualify for inclusion. As a consequence of this Notice, companies not on a particular list must be given the opportunity to qualify to be on it at any time.
2. In addition to the preceding, the contracting authority for advertising and public opinion research services may also continue to use notification in the appropriate trade journals to inform potential suppliers of possible procurement opportunities.

### III Additional Solicitation Requirements

- Regardless of which of the preceding procedures is used to qualify potential suppliers, the contracting authority will use the evaluation criteria of the Supplemental Policy and Guidelines With Respect to Contracting Procedures For Communications, Public Opinion Research And Advertising Services to evaluate the proposals of qualified potential suppliers.
- The contracting authority will only set aside the use of competitive solicitation for public opinion research and advertising services contracts for the previously prescribed instances identified in the Contracting Policy and Government Contracts Regulations.

The contracting authority will publish an Advance Contract Award Notice (ACAN) on the OBS and in GBO, and in the appropriate trade journals if these have been used, to give notification of the proposed contract award if competitive solicitation has not been used because of a belief that only one supplier can provide the goods or services.

The contracting authority will provide the Treasury Board Secretariat with a letter of explanation within 30 days of awarding a contract for public opinion research and advertising services, if competitive solicitation has been set aside because (i) it is not in the public interest, or (ii) it is believed that there is only one supplier who can provide the goods or services and an ACAN has not been published to demonstrate this. This reporting requirement currently exists for "emergency" contracts, and the Secretariat's report to the Treasury Board on emergency contracting by departments and agencies will be expanded to address all of these reported exceptions to the Contracting Policy.

3. The contracting authority will publish a Contract Award Notice for procurements of public opinion research and advertising services on the OBS and in GBO, and in the appropriate trade journals if these have been used. This Contract Award Notice must be published no later than 72 days after the contract has been awarded.
4. In keeping with the openness of the Contracting Policy, the contracting authority will avoid practices such as contract splitting, and will be scrupulous in proposing contract amendments and justifying sole-source contracts.

The contracting authority will also follow the Contracting Policy as it applies to situations of possible conflict of interest; this includes ensuring that there is no conflict of interest between the government and other clients of the contractor.

## EVALUATION

1. Following an evaluation of proposals, the contracting authority will:

- award any contract for public opinion research and advertising services to the "best value" proposal, if the value of the contract lies within the authority's contracting limit, as determined by the Treasury Board; or
- recommend to the Treasury Board that it approve the award of any contract for public opinion research and advertising services to the "best value" proposal, if the value of the contract is in excess of the authority's contracting limit, as determined by the Treasury Board.

The aforementioned contracting limits for entry into a service contract currently are as follows (*Treasury Board Manual - Contracting, Appendix C*):

	<u>Open Bidding</u>	<u>Competitive Bidding</u>	<u>Non-Competitive</u>
PWGSC	\$10 Mil	\$10 Mil	\$ 2 Mil
Transport	\$ 4 Mil	\$ 2 Mil	\$100,000
All Other Departments	\$ 1 Mil	\$400,000	\$ 50,000

## 2. ADVERTISING SERVICES

Advertising services involve a range of activities, and what is required often can not be precisely defined in advance. The criteria used to evaluate proposals for advertising services must reflect this unique contracting situation.

A department or agency will forward to the contracting authority a statement of its advertising requirements. At the request of the department or agency, the contracting authority shall invite all the qualified advertising agencies on the pre-qualified "advertising services" Suppliers' List to present proposals to a selection committee. The selection committee will be comprised of public servants and private sector representatives to be nominated by the department or agency, and shall include representation from the contracting authority. The selection committee will be chaired by the contracting authority.

The selection committee will judge proposals, using a rating system based on specified criteria. The weighting assigned to each criteria may be changed to reflect specific needs (see Point 4 of this Section). Once a Suppliers' List (Standing Offer) is established, production estimates will be reviewed to ensure that costs are reasonable and in keeping with industry standards.

In the event that an unanticipated project arises and the department or agency is able to specify the related advertising requirements, then:

- if this project is part of the on-going advertising program of the department or agency, the advertising agency assigned to the department or agency should be asked to develop a proposal in connection with it. If the department or agency and the contracting authority are not satisfied and/or have a cost-related concern with this proposal and these issues can not be resolved, further consideration will not be given to the proposal from the assigned advertising agency. The contracting authority will then solicit proposals from other advertising agencies in connection with the project. The review committee composed of the department or agency and the contracting authority will select the most cost effective proposal for this project;

- if this project is not part of the on-going advertising program of the department or agency, then the contracting authority will solicit proposals from advertising agencies in connection with the project. The review committee composed of the department or agency and the contracting authority will select the most cost effective proposal for this project;
- if this project is an emergency situation, then the department or agency and the contracting authority may wish to use the "emergency" provisions of the Contracting Policy to contract with an advertising agency.

The selection (review) committee will forward its recommendation, and a summary of its deliberations, to the Minister of the department or agency for approval.

The evaluation criteria for advertising services are:

- |     |   |            |     |
|-----|---|------------|-----|
| i   | CAPABILITY  | 300 points | 30% |
|     | Professional qualifications, track record, experience with government accounts, creativity, strength of support services. |            |     |
| ii  | COMPREHENSION   | 200 points | 20% |
|     | Understanding of program and media planning requirements.   |            |     |
| iii | SENSITIVITY   | 200 points | 20% |
|     | Awareness of institutional goals and government objectives, sensitivity to affected publics.                              |            |     |
| iv  | SERVICE   | 100 points | 10% |
|     | Availability of senior personnel, talent, professionals; internal performance measurement.                                |            |     |
| v   | COMPATIBILITY   | 100 points | 10% |
|     | Adaptability, motivation, commitment.   |            |     |
| vi  | OVERALL IMPRESSION  | 100 points | 10% |
|     | Of agency and its people through its proposal.  |            |     |

### 3. PUBLIC OPINION RESEARCH SERVICES

The requirements for a public opinion research service can usually be specified in advance. As such, the criteria used to evaluate proposals can be defined, although flexibility in the weighting is required to address the differing exigencies of quantitative versus qualitative public opinion research.

The contracting authority will determine "best value" by using a two stage process. The initial step will involve the following criteria, whose weighting (to be assigned) will sum to a total of 1000 points, in evaluating the bids from prospective suppliers of "public opinion research services":

#### i DESIGN & METHODOLOGY

Research design; analysis; sampling; questionnaire construction and validation; data collection and field work procedures; recruitment proposal; issue identification.

#### ii KNOWLEDGE

Understanding of policy framework; identification of research issues; recognition of research limitations; sensitivity to affected publics.

#### iii EXPERIENCE

Personnel: qualifications and experience; assignment of responsibilities; personnel allocations; project management.  
Track record and previous experience.

NOTE: In addition to the preceding rated criteria, the contracting authority could establish "Mandatory" criteria, which would have to be met before a proposal would be considered, for example:

- i Timetable: realistic; milestones; dates of interim and final reports; deadlines;
- ii Official Languages: ability to meet requirements;
- iii Reporting: written draft, final and summary reports; presentations;
- iv Documentation: requirements; curriculum vitae.

The second stage of the selection process will involve consideration of "price". The price of a particular proposal, if it qualifies, will be divided by its rated score to determine the

"dollar per point" value. The proposal with the lowest "dollar per point" value will be deemed the "best value proposal".

4. Prior to the publication of the Notice of Proposed Procurement or the solicitation of bids from the Suppliers' List, the contracting authority may, if necessary, make minor adjustments to the pre-assigned weighting of the preceding criteria to accommodate the particular requirements of individual contracting situations.

Any such adjustment will not exceed 25 per cent of an individual criterion's pre-assigned weighting, but all such changes must be offset elsewhere (is not permitted), such that the pre-assigned weighting of all the evaluation criteria again totals 1000 points.

If adjustments are made to the pre-assigned weighting of the evaluation criteria, this adjusted weighting must be used to evaluate all the proposals in this particular solicitation.

5. Because there is some subjectivity in the prescribed evaluation procedure, it is possible for the ratings of the top two or more proposals to be within 10 percent of each other, such that they may be deemed to be "best value equivalents". Examples:

- if the top scoring advertising service proposal receives 940 points, then any other proposal which receives a score greater than or equal to 846 ( $940 - 10\% \text{ of } 940 = 846$ ) is defined to be a "best value equivalent";
- if the best dollar per point rating for public opinion research services proposals is 94, then any proposal which receives a dollar per point rating less than or equal to 103 ( $94 + 10\% \text{ of } 94 = 103$ ) is defined to be a "best value equivalent".

When the evaluation procedure for public opinion research and advertising services results in two or more "best value equivalent" proposals, then the contracting authority may wish to seek the direction of the minister responsible for awarding this contract and, if appropriate, the minister of the relevant department or with responsibility for the relevant agency.

6. Based on the evaluation criteria and their weightings, the contracting authority should:
  - require that a proposal obtain at least 70 per cent of the possible weighting on each criterion. Failure to do so will mean that the proposal is deemed not to have qualified.
  - have a consistent total "fail" mark for any proposal to qualify. It is suggested that any proposal which fails to receive a total of 700 points be deemed not to have qualified.

If all proposals submitted fail to qualify, the contracting authority will undertake the solicitation procedure over again.

## REPORTING

### 1. Forecasts

By December 31 of the current fiscal year, departments and agencies will continue to provide PWGSC with a copy of their forecast of proposed expenditures on public opinion research and advertising services for the next fiscal year. PWGSC will provide a copy of the preceding information to the Communications Secretariat, Privy Council Office. This forecast will be broken down by each type of service, and there will be a descriptive explanation of, and justification for, each of the initiatives thereunder.

### 2. Reporting Requirements

The contracting authority will provide the Treasury Board Secretariat with a quarterly report on contracts awarded for public opinion research and advertising services during the previous quarter.

The reporting requirements are as follows:

- Break-down by each department and agency

- Break-down by type of service
  - public opinion research
  - advertising

- i) Procurements under \$30,000:
  - All contracts: total number and total value

- ii) Procurements over \$30,000:
  - All contracts: total number and total value by solicitation procedure
    - . Open Bidding
    - . Suppliers' List
    - . Non-competitive (sole source)

- iii) By individual contractor:
  - name of contractor
  - number of contracts received by solicitation procedure, and
  - total value of contracts received by solicitation procedure.

3. Based on the preceding information on the value of contracts awarded, the Secretariat will provide a quarterly report to the Treasury Board on compliance by departments and agencies with this Policy. It will include information on the extent and value of competitive solicitation. Consequently, the Treasury Board will be in a position to identify departments and agencies whose performance is exemplary or in need of improvement, and take appropriate action if required. The Secretariat will also advise

the Treasury Board as to whether there is evidence that one or more contractors are dominating the award of these contracts (defined as having been awarded more than 25 per cent of the approved total value for all contracts for a particular service in the current fiscal year), and if so, what remedial course of action is possible.

Approval of the Treasury Board will be sought to make this quarterly report available to the public.

After a one year trial period, the Secretariat will also advise the Treasury Board on whether there is need to continue this reporting requirement, and if so, for how long.

4. PWGSC will monitor advertising and polling expenditures by departments and agencies. At least twice each year, that department will provide the Treasury Board with a submission which reviews the expenditures by departments and agencies on advertising and public opinion research. This will further assist the Treasury Board to monitor spending on these services and ensure that the government's related overall expenditure target is met.

## RESOLUTION

1. With respect to contracts for public opinion research and advertising services, and communications services where PWGSC is the contracting authority, if a department or agency fails to follow:

- The Guidelines On Contracting For Communications, Public Opinion Research And Advertising;
- the Contracting Policy, including the Supplemental Policy And Guidelines With Respect To Contracting Procedures For Communications, Public Opinion Research And Advertising Services;
- the Communications Policy; and
- the Management of Government Information Holdings Policy,

then the Minister of Public Works and Government Services Canada:

- will work with the Communications Secretariat, Privy Council Office, the Treasury Board Secretariat, the Office of the Prime Minister, and the minister of the relevant department or with responsibility for the relevant agency to ensure that the aforementioned Guidelines and Policies are followed; and
- will advise the Treasury Board of the circumstances and outcome of each situation.

2. With respect to all other contracts for communications services where PWGSC is not the contracting authority, if a department or agency fails to follow the aforementioned Guidelines and Policies:
  - then the Treasury Board Secretariat will work with the Communications Secretariat, Privy Council Office, the Office of the Prime Minister, and the minister of the relevant department or with responsibility for the relevant agency to ensure that the aforementioned Guidelines and Policies are followed: and
  - the President of the Treasury Board will advise the Treasury Board of the circumstances and outcome of each situation.

## APPENDIX U ATTACHMENT

### DEFINITIONS

#### ADVERTISING

All activities, including research, involved in the purchase, by or on behalf of the government, of space or time in print or broadcast media, or in other mass media, such as outdoor and transit advertising.

It also includes any collateral materials such as posters and counter displays, and printed material such as inserts that are a direct extension of an advertising campaign. Public Service Announcements are also considered advertising.

Co-sponsorship initiatives, public relations, special events, direct marketing and promotion activities that are an extension or form part of an advertising campaign are included in the definition of advertising.

Paid announcements are not considered advertising in this context, unless an advertising agency is to be used.

#### PUBLIC OPINION RESEARCH

The planned gathering, by or for a government institution, of opinions, attitudes, perceptions, judgments, feelings, ideas, reactions, or views that are intended to be used for any government purpose, whether that information is collected from persons (including employees of government institutions), businesses, institutions or other entities, through quantitative or qualitative methods, irrespective of size or cost.

The definition includes, but is not restricted to:

- policy research;
- market research;
- communications research including advertising research;
- program evaluation;
- quality of service and customer satisfaction studies;
- omnibus surveys (placement of one or more questions); and
- syndicated studies.

As well, the definition applies to components of other initiatives, such as communication strategies, product development, program evaluation, etc.

The following research and/or methods for obtaining opinions and/or information and/or advice are not considered to be opinion research:

- literature reviews or reviews of secondary sources, including reviews of already conducted public opinion research; and
- secondary analysis of previously collected public opinion research data.

**VI 1996 Census Campaign**

1. The 1996 Census already has a logo, a slogan and a creative concept. Is your agency willing to work with/adapt an existing creative concept?
2. Does your agency have experience developing multi-lingual (ethnic and Aboriginal) radio, print and outdoor ads? If yes, please list the languages and your three most recent multi-lingual campaigns.
3. Does your agency have experience in developing advertising campaigns specifically for the Inuit in the Northwest Territories? If yes, please list the media used and the last three campaigns.
4. Does your agency have a network of offices across Canada? If yes, please indicate the cities where these offices are located.
5. What criteria does your agency use in developing a media plan? Please list and indicate a recent campaign where you think your approach was most successful.
6. Does your agency has extensive experience in developing advertising that would appeal to youth (males between the ages of 18 to 25). If yes, please describe your last three campaigns (briefly).
7. Does your agency normally develop ads for both English and French Canada? If yes, describe your last three campaigns indicating how/why the ads were adapted to be applicable to both publics.
8. Would your agency be able to handle two hour turn-around times for placement of radio ads. If yes, please describe (briefly) the system, that you have in place for this service.
9. If your agency was to win this account, what do you see as its biggest challenge? Please describe.



## ADVERTISING AGENCY COMPETITION

Statistics Canada is seeking a 100% Canadian owned and controlled full-service advertising agency to provide production, media planning, monitoring and verification services related to the 1996 Census of Canada. To handle this assignment, agencies must meet the following requirements:

- an ability to produce advertising in both official languages and in a variety of other languages (ethnic and aboriginal);
- a sound knowledge of all media with a specialization in and substantial knowledge of outdoor and radio advertising, specifically as they relate to mainstream, ethnic and youth markets;
- an ability to analyze the mainstream, ethnic and youth markets, both nationally and regionally;
- an ability to plan and produce a multi-media campaign at both the national and regional levels.

A one page letter of intent from interested agencies must be received before 5:00 p.m., ~~April 10, 1996~~ to the address below. The letter of intent must specify Statistics Canada. In return, agencies will receive a capability questionnaire. A short list will be developed from the responses received.

**Director General**  
**Advertising and Public Opinion Research Sector**  
215 - 151 Slater Street, Ottawa, Ontario K1P 5H3  
Telephone: (613) 995-1427 Fax: (613) 952-1003

Cette information est disponible en français.



Public Works and  
Government Services  
Canada

Travaux publics et  
Services gouvernementaux  
Canada

**Canada**



## Advertising Agency Competition

**Statistics Canada** is seeking a 100% Canadian owned and controlled full-service advertising agency to provide production, media planning, monitoring and verification services related to the 1996 Census of Canada. To handle this assignment, agencies must meet the following requirements:

- an ability to produce advertising in both official languages and in a variety of other languages (ethnic and aboriginal);
- a sound knowledge of all media with a specialization in and substantial knowledge of outdoor and radio advertising, specifically as they relate to mainstream, ethnic and youth markets;
- an ability to analyze the mainstream, ethnic and youth markets, both nationally and regionally;
- an ability to plan and produce a multi-media campaign at both the national and regional levels.

A one page letter of intent from interested agencies must be received before 5:00 p.m., June 5, 1995 to the address below. The letter of intent must specify **Statistics Canada**. In return, agencies will receive a capability questionnaire. A short list will be developed from the responses received.

**Director General  
Advertising and Public Opinion Research Sector  
215 - 151 Slater Street, Ottawa, Ontario K1P 5H3  
Telephone: (613) 995-1427 Fax: (613) 952-1003**

Cette information est disponible en français.



Public Works and  
Government Services  
Canada

Travaux publics et  
Services gouvernementaux  
Canada

**Canada**

# **STATISTICS CANADA**

## **AGENCY SEARCH QUESTIONNAIRE**

**June 1995**

**AGENCY SEARCH  
QUESTIONNAIRE  
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## AGENCY SEARCH QUESTIONNAIRE

### I GENERAL INFORMATION

To be considered for the short list, your agency must be 100%  
Canadian owned and controlled.

1. Agency name:
2. Locations
  - Head office:
  - Branch offices:
3. Agency's legal status:
  - Names of administrators:
  - Names of principal shareholders:
4. Indicate if your agency is affiliated with other companies (direct marketing, promotion, creative, production, etc.)? If yes, specify.

**Specialty**

**Location(s)**

**Employees**

**Relationship**

\_\_\_\_\_

...

## II AGENCY MANAGEMENT

**To be considered for the Statistics Canada account, your agency must be able to provide services in each of Canada's official languages.**

5. Provide the name, title and client/brand assignments of all staff to be assigned to the **Statistics Canada** account. Include experience specific to each of Canada's official languages.
6. Provide bios for these positions.
  - Chairman of the Board
  - President
  - Vice-President(s)
  - Creative Director
  - Media Director
  - Account Manager (**Statistics Canada** account)
  - Team members (**Statistics Canada** account)
7. Does your agency normally develop ads for both English and French Canada? If yes, describe your last three campaigns, indicating how the ads were adapted to be applicable to both publics.

- 8) For the following activities, describe your policy.
- Strategic planning
  - Creative
  - Adaptation of text from English to French and from French to English
  - Proof reading
  - Full mix of marketing communications activities (integrated marketing, market and public opinion research, direct marketing, P.R., etc.)

Are all handled in-house? If yes, explain why and indicate in-house products and services available. If not, explain why and indicate which products and services you purchase (names of your suppliers, and the nature of your association with them) .

### III AGENCY CLIENTS

**To be considered for the Statistics Canada account, your agency must be able to provide services on a regional and national basis.**

- 9) Does your agency have a network of working offices across Canada? If yes, indicate the cities where these offices are located and the client services available from each.
10. How many active accounts do you have?
- 11) Which sectors of activity do your clients represent and what is the scope of these activities (regional, national)?
12. What is your average account? Indicate account range, from smallest to largest.

13. When were your agency's first three accounts; when were the most recent three?
14. Have you lost any accounts since January 1994? If yes, which ones? Why, in your opinion, have you lost these accounts?
15. What was the total value of your agency's billings in 1994, 1993, 1992, and 1991? Please explain any significant change.
16. List your top five (5) clients in 1994:

Clients' Names	Year Acquired	References Name and Tel. number of a contact
_____	_____	_____
...		

#### IV STATISTICS CANADA ACCOUNT

To be considered for the Statistics Canada account, your agency must be able to produce innovative and fresh creative and to produce public notices which require short lead times and a high degree of accuracy.

17. In tabular form, summarize campaigns you have produced and executed in the last 24 months, highlighting: client's name, objectives, target group, frequency, methodology and results.
18. The 1996 Census already has a logo, a slogan and a creative concept. Has your agency previously worked with a client who provided an existing creative concept?

19. Does your agency have experience developing multilingual (Ethnic and Aboriginal) radio, print and outdoor ads? If yes, list the languages and your three most recent multilingual campaigns.
20. Does your agency have experience in developing advertising campaigns specifically in the Northwest Territories? If yes, list the media used and the last three campaigns.
21. Describe the management process you would put in place to ensure the success of **Statistics Canada** campaigns (relationships between senior executives assigned, account manager, team members, your suppliers and **Statistics Canada**).
22. What criteria does your agency use in developing a media plan? List and indicate a recent campaign where you think your approach was most successful.
23. Does your agency have extensive experience in developing advertising that would appeal to youth (between the ages of 18 to 25). If yes, briefly describe your experience.
24. Describe your 1994 billings by media segment.
- |                     | %     |
|---------------------|-------|
| • Newspapers:       | _____ |
| • Magazines:        | _____ |
| • TV:               | _____ |
| • Radio:            | _____ |
| • Outdoor:          | _____ |
| • Direct marketing: | _____ |
| • Other (specify):  | _____ |

**V OTHER**

25. What campaigns have given you the greatest satisfaction, and why?
26. What campaigns have given you the least satisfaction, and why?
27. If your agency was to win this account, what do you see as its biggest challenge? Describe.
28. Is there anything else which you believe makes your agency the best choice for the **Statistics Canada** account?

# **STATISTIQUE CANADA**

## **QUESTIONNAIRE POUR LA SÉLECTION D'UNE AGENCE DE PUBLICITÉ**

**Juin 1995**

**QUESTIONNAIRE**  
**POUR LA SÉLECTION**  
**D'UNE AGENCE DE PUBLICITÉ**  
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# QUESTIONNAIRE

## POUR LA SÉLECTION D'UNE AGENCE DE PUBLICITÉ

### I RENSEIGNEMENTS GÉNÉRAUX

Pour être considérée pour la courte liste, votre agence doit être de propriété canadienne à 100% et exclusivement contrôlée par des intérêts canadiens.

1. Nom de l'agence.
2. Adresses de l'agence :
  - Siège social;
  - Succursales.
3. Statut légal de l'agence :
  - Nom des administrateurs;
  - Nom des principaux actionnaires.
4. Votre agence est-elle associée à d'autres entreprises (marketing direct, promotion, création/production, etc.)? Dans l'affirmative, précisez.

Spécialités	Adresse(s)	Nombres d'employés	Nature de l'association
_____	_____	_____	_____
...			

## II GESTION DE L'AGENCE

Pour être considérée pour le compte de Statistique Canada, votre agence doit être en mesure de fournir des services dans chacune des deux langues officielles du Canada.

5. Précisez le nom, le titre et les principaux comptes/clients des effectifs qui seraient affectés au compte de **Statistique Canada** (incluant l'expérience de chacun dans les deux langues officielles du Canada).
6. Pour les personnes suivantes, veuillez fournir des notes biographiques :
  - Président du conseil d'administration;
  - Président-directeur général;
  - Vice-président (s);
  - Directeur artistique;
  - Directeur des médias;
  - Chargé de compte (compte de **Statistique Canada**);
  - Membres de l'équipe (compte de **Statistique Canada**).
7. Est-ce que votre agence a l'habitude de créer des annonces publicitaires pour le Canada anglais et français? Si oui, décrivez vos trois dernières campagnes, en indiquant comment les annonces ont été adaptées pour viser les deux publics.

8. Pour ces activités, décrivez votre politique :
- Planification stratégique;
  - Création;
  - Adaptation de textes du français à l'anglais et de l'anglais au français;
  - Correction d'épreuves;
  - Panoplie d'activités de marketing/communication (marketing intégré, étude de marché, sondage d'opinion publique, marketing direct, relations publiques, etc.)

Le tout est-il conçu et réalisé au sein de votre agence? Si oui, veuillez expliquer pourquoi et indiquer les produits et services dont vous disposez. Si non, veuillez expliquer pourquoi et indiquer les produits et services que vous achetez (nom et nature de l'association avec vos fournisseurs).

### **III CLIENTS DE L'AGENCE**

**Pour être considérée pour le compte de Statistique Canada, votre agence doit être en mesure d'offrir ses services à l'échelle régionale et nationale.**

9. Est-ce que votre agence possède un réseau de succursales à travers le Canada? Si oui, veuillez indiquer dans quelles villes se situent ces succursales ainsi que les services aux clients offerts par chacune d'elles.
10. Combien de comptes actifs avez-vous?
11. Dans quels secteurs d'activité se spécialisent vos clients et quelle est l'étendue de ces activités (régional, national)?
12. Quelle est la taille moyenne de vos comptes et la valeur de votre plus petit et de votre plus gros compte?

13. De quand datent les trois premiers et les trois derniers comptes obtenus par votre agence?
14. Avez-vous perdu des comptes depuis janvier 1994? Si c'est le cas, lesquels? A votre avis, pour quelles raisons les avez-vous perdus?
15. Quelle était la valeur totale de la facturation de votre agence en 1994, 1993, 1992 et 1991? S'il y a eu des variations significatives, indiquez pourquoi.
16. Fournissez la liste de vos cinq (5) plus importants clients en 1994 :

Nom des clients	Année d'acquisition	Références Nom et n° de téléphone d'une personne
_____	_____	_____
...		

#### IV COMPTE DE STATISTIQUE CANADA

Pour être considérée pour le compte de Statistique Canada, votre agence doit être en mesure de produire des concepts publicitaires innovateurs et originaux ainsi que des textes d'avis publics qui demandent une grande rapidité d'exécution et une grande minutie.

17. Sous forme de tableau, indiquez les campagnes que vous avez conçues et réalisées au cours des 24 derniers mois en mentionnant le nom du client, les objectifs, la clientèle cible, la fréquence, la méthodologie et les résultats.
18. Le Recensement 1996 a déjà un logo, un slogan et un concept créatif. Est-ce que votre agence a déjà travaillé avec un client qui fournissait le concept créatif ?

19. Est-ce que votre agence possède de l'expérience dans la création d'annonces multilingues (ethnique et autochtone) pour la radio, l'imprimé et l'affichage extérieur. Dans l'affirmative, énumérez les différentes langues ainsi que vos trois plus récentes campagnes multilingues.
20. Est-ce que votre agence a de l'expérience dans l'élaboration de campagnes publicitaires visant spécifiquement les Territoires du Nord-Ouest? Si c'est le cas, énumérez les trois dernières campagnes ainsi que les médias utilisés.
21. Décrivez le processus de gestion que vous entendez mettre en place pour assurer le succès des campagnes de publicité de **Statistique Canada** (relations entre le cadre supérieur responsable du compte, le chargé de compte, les membres de votre équipe, vos fournisseurs et **Statistique Canada**) .
22. De quels critères se sert votre agence lors de l'élaboration d'un plan média? Faites-en la liste et décrivez une campagne récente où votre approche a été couronnée de succès.
23. Est-ce que votre agence possède une vaste expérience dans la création de publicité qui aurait de l'attrait pour les jeunes (entre 18 et 25 ans)? Si oui, décrivez brièvement votre expérience.

24. Indiquez, en pourcentage de la valeur totale de facturation, votre utilisation des principaux médias en 1994.

%

- Journaux : \_\_\_\_\_
- Magazines : \_\_\_\_\_
- Télévision : \_\_\_\_\_
- Radio : \_\_\_\_\_
- Affichage : \_\_\_\_\_
- Marketing direct : \_\_\_\_\_
- Autres (préciser). \_\_\_\_\_

#### V DIVERS

25. De quelles campagnes êtes-vous le plus satisfait et pourquoi?
26. De quelles campagnes êtes-vous le moins satisfait et pourquoi?
27. Si votre agence gagnait ce compte, quel serait son plus gros défi? Décrivez.
28. Y a-t-il d'autres points, selon vous, qui démontrent que votre agence constitue le meilleur choix pour le compte de **Statistique Canada**?



Public Works and  
Government Services  
Canada

Travaux publics et  
Services gouvernementaux  
Canada

Your file Votre référence

Our file Notre référence

September 8, 1995

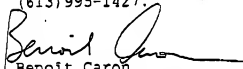
Ms. Dale Sewell  
Manager  
1996 Census  
Communications  
10th Floor  
R.H. Coats Building  
Ottawa, Ontario  
K1A 0T6

Dear Ms. Sewell:

This letter is to inform you that the advertising agency competition for **Statistics Canada** will be held on September 18, 1995 at the Statistics Canada Training Center, Main Building, Room 3031, Tunney's Pasture, Ottawa, Ontario.

The basic equipment that you need to provide on-site will consist of a flip chart, half-inch VHS VCR, audio cassette player, slide projector, overhead projector and screen. Coffee and refreshments will be your responsibility, while the lunch will be provided by the **Advertising and Public Opinion Research Sector**.

If you have any questions, you can contact me at  
(613)995-1427.

  
Benoît Caron  
Advertising Agency  
Selection Coordinator

DATE DU CONCOURS DE SÉLECTION D'AGENCE:

le 18 septembre 1995

COMPETITION DATE:

September 18, 1995

STATISTIQUE CANADA

STATISTICS CANADA

PRÉSIDENT / CHAIRPERSON

Mr. J.C. Guité

MEMBRES

BOARD MEMBERS

- Ms. Dale Sewell (Statistique/Statistics)
- Mr. Benoît LaRoche (Statistique/Statistics)
- Mrs. Andrée LaRose (SPROP/APORS)
- Mr. Mario Parent (SPROP/APORS)
- Mr. Jean Prévost (Secteur privé/Private Sector)
- Mr. Gilles-André Gosselin (Secteur privé/Private Sector)

OBSERVATEUR/OBSERVER

- Mr. Rick Baxter (STATISTICS)

STATISTIQUE CANADA

STATISTICS CANADA

le 18 septembre 1995/September 18, 1995

STATISTIQUE CANADA, CENTRE DE FORMATION, EDIFICE MAIN, PIÈCE  
3031, TUNNEY'S PASTURE, OTTAWA, ONTARIO.

STATISTICS CANADA TRAINING CENTER (MAIN BUILDING), ROOM 3031,  
TUNNEY'S PASTURE, OTTAWA, ONTARIO.

8H00 - 8H30	Discussion du Comité/Committee discussion
8H10 - 8H30	Mise en place d'agence/Agency Set-up
8H30 - 9H30	AXMITH MCINTYRE WICHT
9H30 - 9H55	Pause Café/Coffee Break
9H40 - 10H00	Mise en place d'agence/Agency Set-up
10H00 - 11H00	PUBLICITÉ MARTIN
11H10 - 11H30	Mise en place d'agence/Agency Set-up
11H30 - 12H30	SKS GROUP ADVERTISING/GROUPACTION
12H30 - 13H20	Déjeuner/Lunch
13H00 - 13H20	Mise en place d'agence/Agency Set-up
13H20 - 14H20	MCKIM COMMUNICATIONS LTD.
14H30 - 14H50	Mise en place d'agence/Agency Set-up
14H50 - 15H50	VICKERS & BENSON
15H50	Discussion du Comité/Committee discussion

STATISTICS CANADA - ADVERTISING

ADVERTISING SELECTION PROCESS

RATING SCALE

1.           **Capabilities (30 points)**

This area includes professional qualifications, track record, experience with government accounts, creativity and strength of support services, etc.

2.           **Comprehension (20 points)**

This area includes understanding of programs and media, including French-language, aboriginal and ethnocultural media, planning requirements, etc.

3.           **Service (20 points)**

This area includes availability of senior personnel, talent, professionalism, internal performance measures, quality control, etc.

4.           **Sensitivity (10 points)**

This area includes awareness of departmental goals, government objectives and sensitivity to affected publics, etc.

5.           **Compatibility (10 points)**

This area includes personal chemistry, motivation, commitment, etc.

6.           **Overall Impressions (10 points)**

Of agency/personnel through the presentation.

**STATISTIQUE CANADA - PUBLICITÉ**

**SÉLECTION DES AGENCES DE PUBLICITÉ**

**ÉCHELLE DE NOTATIONS**

**1. Capacité (30 points)**

Compétence professionnelle, antécédents, expérience auprès du gouvernement, créativité, solidité des services de soutien.

**2. Compréhension (20 points)**

Compréhension de programmes et des exigences de planification des médias, y compris les marchés francophones, autochtones et ethnoculturels.

**3. Service (20 points)**

Disponibilité des cadres, de personnes de talent, de professionnels, mesures de performance à l'interne, contrôle de la qualité, etc.

**4. Sensibilité (10 points)**

Conscience des buts du ministère et des objectifs du gouvernement, attention portée aux publics visés.

**5. Compatibilité (10 points)**

Capacité d'adaptation, motivation, engagement.

**6. Impression générale (10 points)**

De l'agence et de son personnel à la lumière de la proposition soumise.



**MEMORANDUM**

**DATE:** SEP 22 1995

**TO:** The Honourable John Manley  
Minister Responsible for Statistics Canada

**FROM:** Ivan P. Fellegi

**SUBJECT:** Census Advertising Agency: Contract Approval

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As part of the competitive process to choose an advertising agency to support the 1996 Census, five advertising agencies were invited to make a capability presentation to a selection committee on September 18, 1995. The committee consisted of two representatives from Statistics Canada, two from the private sector and two from the Advertising and Public Opinion Research Sector.

On the basis of these presentations, the Committee recommends that **McKim Communications Limited of Winnipeg, Manitoba** be retained as the 1996 Census advertising agency. Your approval of the committee's recommendation is sought before the formal offer of the Census advertising contract can be made to **McKim Communications Limited**.

The selection committee believes that **McKim Communications Limited** will best meet the communications goals of the 1996 Census advertising campaign. These goals include generating wide public awareness of the Census; encouraging participation; minimizing the requirement for respondent follow-up by encouraging timely response; and, increasing public knowledge of how Census data are used.

The 3.2 million dollar 1996 Census advertising campaign will aim at:

- promoting national awareness of the Census Program prior to and on Census Day; and,

.../2

- reminding people it is not too late to return their questionnaires in the days following Census Day.

The 1996 Census advertising campaign is expected to make an important contribution to obtaining the level of public support and response equal to that attained in previous censuses. Therefore, the successful advertising agency must meet the following criteria and specifications: Agency experience in developing advertising campaigns in both English and French; Agency experience in working with a client with an existing creative concept; Agency experience with multi-lingual (ethnic and Aboriginal) radio, print and outdoor campaigns; Agency experience in developing advertising that would appeal to youth; Agency experience with radio and outdoor campaigns; and, Agency experience in the various regions of Canada.

The selection committee concluded that **McKim Communications Limited** has the capability to meet the above requirements. The committee report is attached for your information.

Original Signed by  
Original Signed by  
IVAN P. FELLEGI

Ivan P. Fellegi

Attachment

Approved:

ORIGINAL SIGNED BY  
ORIGINAL SIGNED BY

---

The Honourable John Manley  
Minister Responsible for Statistics Canada

OCT. 12 1995

---

Date



Public Works and  
Government Services  
Canada

Travaux publics et  
Services gouvernementaux  
Canada

APPENDIX/APPENDICE 1

Your file / Votre référence

Our file / Notre référence

October 11, 1995

Mr. Drew Cringan  
McKIM COMMUNICATIONS LTD  
100 Osborne Street South  
3rd Floor  
The McKim Courtyard  
WINNIPEG, Manitoba  
R3L 1Y5

Dear Mr. *Drew* Cringan:

The recommendations of the Advertising Selection Committee for Statistics Canada have been approved.

As Chairperson of the federal government agency selection process, I would like to inform you that your agency has been selected to support Statistics Canada with its advertising requirements.

I wish to thank you for the excellent quality of your presentation.

Sincerely,

Andrée LaRose  
Chairperson  
Advertising Selection Committee

**Advertising Strategy for  
the 1996 Census  
Public Awareness Campaign**

**Prepared for Statistics Canada  
by McKim Communications Limited  
December 15, 1995**

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## Introduction

Canada's next Census of Population and Census of Agriculture will take place on Tuesday, May 14, 1996. For people living in parts of the Northwest Territories, along the remote coastline of Labrador, and in the most northerly reaches of Quebec, the Northern Census will take place two months earlier, in March.

The information obtained from the census provides valuable data on economic, social and demographic conditions and trends in Canada. Significant public awareness activities for the Census are being undertaken within Statistics Canada by the Census Communications Group, both in the National Capital Region and in the five Regional offices across the country.

The national program has five components consisting of external support, media, special populations, education and paid advertising. McKim Communications has been contracted to develop an advertising program in support of Departmental communications efforts.

## Background

The census is Canada's largest survey, conducted every five years to collect information about every man, woman and child living in Canada. It provides a "snapshot" of the Canadian population, serving as a valuable measurement of societal change over time. It also provides information not available from any other sources and, as such, is an indispensable tool for decision-making used by business, industry, governments, associations, institutions, academics, the media and many other organizations. Data are used to:

- ☐ make policy decisions about our economic and social needs;
- ☐ calculate federal transfer payments allotted to the provinces and territories;

- ❑ develop programs, such as day care and subsidized housing;
- ❑ assess the need for community programs and services;
- ❑ select sites for schools, seniors housing and public transportation; and
- ❑ support research by the media and academics.

## **Situation Analysis**

Except for the Northern Census and a test area around Ottawa, census questionnaires will be hand delivered to every Canadian household (a total of approximately 11 to 12 million) from May 6th to 11th by Census Representatives. For every questionnaire that is not mailed back, it is necessary for a representative to follow up by phone or in person. Therefore, for reasons of efficiency and cost-effectiveness, it is the primary objective to encourage as many households as possible to return their properly completed questionnaires on time, by mail. In 1991, the national mail return was approximately 85%.

Due to climatic conditions and local lifestyles, the Northern Census is conducted through enumeration by Census Representatives in March. This approach has proven to be cost-effective and has yielded high quality data.

## **NATIONAL ISSUES AND CONCERNS**

### **Issues Arising from the Questionnaire**

In each census, there tend to be one or two issues which cause controversy. It is anticipated that, this year, one of those issues will revolve around Question 19, which deals with visible minorities. Some concerns have already been raised in the media regarding the value or relevance of such data. As cited in the questionnaire itself, "This information is collected to support programs which promote equal opportunity for everyone to share in the social, cultural and economic life of Canada." However, with programs like Employment Equity under siege from a number of quarters, it is anticipated that the debate will continue. It is also anticipated that Question 30, which looks at time spent doing unpaid housework, will generate some discussion.

### **Target Group Concerns**

The issue of response rate among young, single men aged 18-30 and, to a slightly lesser extent, single women in this age group, is a concern across all regions. These people are more mobile than the rest of the population, more likely to be living in non-traditional households, more likely to be unemployed and, possibly, are less attuned to their census responsibility than more settled groups. It will be important to find ways to target them and improve their response rates.

While specific ethnic groups to be targeted will vary by region, some general concerns apply. Many new immigrants are unable to read or comprehend English or French, and some are illiterate in any language. Some are unfamiliar with what a census is. Those coming from repressive regimes may have deep-rooted feelings of distrust, indifference or hostility toward governments, and may be fearful of how the information might be used.

Throughout the country, and among many target groups, anti-government sentiment and concerns regarding individual privacy appear to be increasing. These attitudes could affect mail-back rates.

Overall it must be remembered that although we will be making a special effort in our advertising to reach those groups which are cause for concern, our efforts to ensure full coverage of the Canadian population as a whole are still of primary importance.

### **Support/Sponsorship Activities**

The Census Communication Group has done a remarkable job in every region of soliciting third party sponsorship commitments from a wide variety of corporations and associations, as well as from the various levels of government. Most of this support will occur in urban areas, so advertising in rural areas will be especially important.

This activity represents a kind of "grassroots" omnipresent support which will assist the advertising campaign greatly in its effort to convey awareness of Census Day and the actions that should be taken by all Canadians to make it successful.

### **Hidden Dwellings**

Of particular concern to the Census Representatives are "hidden dwellings". These are households which do not appear on maps, nor are they obvious from the street. In many instances they are basement suites, suites or rooms above or behind stores, or, on the west coast, referred to as "in-law suites". Should these dwellings be missed by the Census Representative it will be even more important to communicate with their residents to call the Census Helpline for assistance at 1 800 670-3388 to obtain a form.

### **Post Census Advertising Requirements**

It is anticipated that by May 17th, census officials will begin identifying areas of concern for low questionnaire returns. It will be necessary to respond to these concerns immediately with appropriate messages and placements.

## **ATLANTIC REGION**

Mail-back responses for this region have historically been very high, ranging from 86.6% to 90.7% four weeks after Census Day in 1991. There is however on the part of the Atlantic team a concern that their undercoverage rates are trending upwards. It is imperative that this trend towards higher undercoverage rates be stopped and if possible reversed. Of the four Atlantic Provinces, New Brunswick has traditionally had the highest undercoverage rates.

More so than other regions, Atlantic Canada has a lower proportion of recent immigrants and those who have English or French as a second language. However, the region has two major ethnic populations to consider:

1. Blacks, who are most heavily concentrated in Nova Scotia — primarily in Halifax, and
2. Acadians in New Brunswick, Nova Scotia and Prince Edward Island.

## **QUEBEC REGION**

Quebec has enjoyed a relatively high rate of response in most of the province in the past. However, as with the two other major urban centres in Canada, Toronto and Vancouver, Montreal poses some particular problems due to its high population density and the many different Ethnic groups that exist there.

As in other regions, the poorest response is expected among youth, blue-collar workers and the unemployed.

The Census Communications Group has identified the following target ethnic groups for advertising in Quebec:

- |                             |                      |
|-----------------------------|----------------------|
| 1. Italian                  | 6. Portuguese        |
| 2. Chinese                  | 7. Vietnamese        |
| 3. Latin American (Spanish) | 8. Khmer             |
| 4. Greek                    | 9. Polish            |
| 5. Arab                     | 10. Haitian (Creole) |

It is not known if the latest referendum in Quebec, might have some negative effect on the response rate for this Census. This situation will have to be monitored as we get closer to the Census date.

## **ONTARIO REGION**

Undercoverage is a primary concern in the Ontario Region. In 1991, the undercoverage rate for Ontario was 4.2% and for Toronto 4.6%. This compared with a national rate of 3.7%. Factors exacerbating undercoverage — language problems, concerns regarding individual privacy, anti-government sentiment, hidden dwellings — are on the rise, indicating the potential for an even bigger problem this time.

Ontario is the largest census region in Canada, containing 34% of the country's federal electoral districts (FEDs) and 37% of its population. It contains 10 of the country's 25 Census Metropolitan Areas (CMAs). Toronto is Canada's biggest CMA, with a population greater than that of the entire province of British Columbia.

While the concentrated population is a benefit for many mass media advertising options, the diversity of the audience creates a number of challenges. For example, over half of all 1992 immigrants to Canada came to Ontario, with most of them settling in Toronto. Reaching these ethnic audiences will be a priority for the 1996 Census.

The Census Communications Group has identified the following target ethnic groups for advertising in Ontario:

- |               |                     |
|---------------|---------------------|
| 1. Chinese    | 11. Hindi           |
| 2. Italian    | 12. Gujarati        |
| 3. Portuguese | 13. Tamil           |
| 4. Spanish    | 14. Ukrainian       |
| 5. Punjabi    | 15. Persian (Farsi) |
| 6. Urdu       | 16. Croatian        |
| 7. Somali     | 17. Amharic         |
| 8. Vietnamese | 18. Armenian        |
| 9. Arabic     | 19. Polish          |
| 10. Russian   | 20. Korean          |
|               | 21. German          |

## **OTTAWA CENTRALIZED EDIT**

In 1996, a Centralized Edit will be tested in ten federal districts around Ottawa. Of the 425,000 homes in this area, 325,000 will have questionnaires mailed to them rather than dropped off by Census Representatives.

As this is a test area, to accurately assess results, advertising weight must be the same as in all other areas of the country. National advertising will, therefore, not be able to refer to Census Representatives.

The Census Communications Group has identified four priority ethnic groups in the Ottawa area. Because many of these individuals arrive first in Ottawa, these groups tend to be less literate than similar groups in other major centres. The priority ethnic groups for advertising in Ottawa are:

- |                        |               |
|------------------------|---------------|
| 1. Chinese (Cantonese) | 3. Vietnamese |
| 2. Arab                | 4. Somali     |

Medium priority ethnic groups include:

- |                       |                    |
|-----------------------|--------------------|
| 5. Spanish            | 8. Polish          |
| 6. Iranian (Farsi)    | 9. Punjabi         |
| 7. Chinese (Mandarin) | 10. Serbo-Croatian |

## **PRAIRIE REGION**

Mail-back rates in the Prairie region have been high historically. The region has already arranged for television public service announcements to be produced — one for the Northern Census, three for the Prairie Region and one for the Census of Agriculture. The agency will ensure that graphics are prepared for the Prairie Region spots to tie them in with the rest of the campaign. In addition, commitments were made for insertions in northern publications. These advertisements have been completed and shipped by the agency.

Aboriginals in prairie urban centres will be a particular challenge to reach. In addition, the Census Communications Group has identified the following ethnic groups for advertising in the Prairies, to be targeted as dictated by Statistics Canada's "Neighbourhood Profiles" report:

- |                                     |                             |
|-------------------------------------|-----------------------------|
| 1. Chinese (Cantonese and Mandarin) | 7. Somali                   |
| 2. Vietnamese                       | 8. Latin American (Spanish) |
| 3. Filipino (Tagalog)               | 9. German                   |
| 4. East Indian (Punjabi)            | 10. Italian                 |
| 5. Pakistani                        | 11. Cambodian (Khmer)       |
| 6. Chilean                          |                             |

## **PACIFIC REGION**

An increase in hidden dwellings is a concern in this region, particularly in Vancouver which has a preponderance of "in-law" suites.

An increase in immigration to the Pacific Region has led to the need for materials in 37 languages. In addition, it is estimated that 12% of the population is illiterate, and an additional 19% may have literacy problems.

Top priority ethnic targets (60% of Pacific ethnic advertising resources):

1. Fully 10% of the B.C. population are **Chinese**, speaking neither English nor French.
2. Approximately 4% speak **Punjabi** and neither English nor French.

Medium priority (30% of ethnic advertising resources):

- |                       |              |                     |
|-----------------------|--------------|---------------------|
| 3. Spanish            | 7. Ukrainian | 10. Portuguese      |
| 4. Vietnamese         | 8. Japanese  | 11. Korean          |
| 5. Filipino (Tagalog) | 9. Polish    | 12. Iranian (Farsi) |
| 6. Hindi              |              |                     |

Low priority (10% of ethnic advertising resources):

- |                        |                       |              |
|------------------------|-----------------------|--------------|
| 13. Hungarian (Magyar) | 16. Greek             | 19. Croatian |
| 14. Gujarati           | 17. Russian           | 20. Romanian |
| 15. Arabic             | 18. Cambodian (Khmer) |              |

## Objectives and Key Messages

Objectives of the 1996 Census Advertising program are:

- ☐ to support the total communications effort in creating awareness of the census among the general population in Canada;
- ☐ to motivate Canadians to participate in the census;
- ☐ to achieve a minimum 85 % mail-back rate for questionnaires;
- ☐ to deliver upbeat and positive campaign messages;
- ☐ to anticipate and respond to collection problems in the post-censal period.

Key messages to be communicated include:

- ☐ The Census is coming.
- ☐ Census Day is here. Fill it in! Send it in!
- ☐ It's not too late to fill it in and send it in.
- ☐ Census information is important to your community and, therefore, to you.
- ☐ We are bound, by law, to keep your private information confidential.
- ☐ You are required, by law, to complete and return your census questionnaire.

## Target Audience

Groups to be targeted by the advertising campaign include —

- ☐ mainstream population, Canadians aged 12 plus, with particular emphasis on:
  - young adults, aged 18 to 30, skewed to men,
  - ethnic groups, as identified regionally, and
  - those at lower socio-economic/education levels.

## Advertising Strategies

It has been determined that a maximum 50-55% of the paid advertising budget will be spent on pre-census placements including Census Day, while the remaining 45-50% will be directed to problem areas experiencing low mail-back return rates or in response to other issues after May 14th.

The time frame for messages will be as follows:

- ☐ Pre-Census (May 9) - "The Census is Coming"
- ☐ May 14th - "Today is Census Day — Fill It In, Mail It In"
- ☐ May 15-21 - "It's Not Too Late — Fill It In, Mail It In"
- ☐ May 22-31 - Messages will vary by region, including continuation of "It's Not Too Late" and "Call Us"
- ☐ June 1st - "Fill It In — It's the Law"

It will be important for regions to anticipate problems areas for low return rates and provide the agency with input on the types of messages that could be required in each instance. This will allow the development of appropriate creative for pre-approval. In the case of print, these executions can then be quickly adapted to the specific target audience, as necessary, and turned around literally within the hour. For radio, appropriate messages would be prepared and shipped in advance, and stations would be advised which executions to air.

## **MEDIA SELECTION**

In order to obtain broad reach of the Canadian population within a very short time period a mix of different media vehicles should be employed.

Due to a reduction in budget over the last Census, it has been determined that national television will not be part of this mix.

- ☐ Various Out of Home Media
- ☐ Radio
- ☐ Daily Newspaper
- ☐ Selected Community Weeklies
- ☐ Selected Ethnic Radio, Print and Television
- ☐ Alternate Press

The list of media that we have identified at this time to be the most appropriate to carry our messages will reach the broad demographic of Canadians 12+ years. These media will also allow us the ability to add extra weight against those groups which will present the greatest challenge for us in the 1996 Census plus they are flexible enough to permit quick turn around in the post Census period.

## **CREATIVE CONSIDERATIONS**

Because of the extremely broad target audience, simplicity of message will be key. Creative must be strong visually and provide a clear, concise message. The headline *Count Yourself In* has tested well previously. It is upbeat and inclusive, and for that reason, McKim recommends retaining it.

McKim also supports the decision by 1996 Census Communications to utilize the yellow Census envelope as the key visual element in the 1996 campaign.

The envelope coupled with the *Count Yourself In* message will provide consistent audio and visual support for the 1996 campaign.

## Time Lines

Advertising Strategy Approval	Friday, January 5
Umbrella Creative Strategy Presentation	Friday, January 12
Umbrella Media Plan Presentation	Friday, January 12
Regional Media Plans Presentation	Friday, January 19
Approval - Media Plans & Creative Strategy	Friday, February 2
Creative Elements Presentation	Friday, February 9
Creative Testing Commences	Monday, February 12
Broadcast Media Booked	Monday, February 19
Report of Creative Testing Results	Friday, February 23
Creative Developed for Translation	Friday, March 11
Print Media Booked	Tuesday, April 30
Campaign Begins	Monday, May 6
Census Day	Tuesday, May 14
Post-Census Advertising	Tuesday, May 21

## Budget Estimate

### 1996 Northern Census

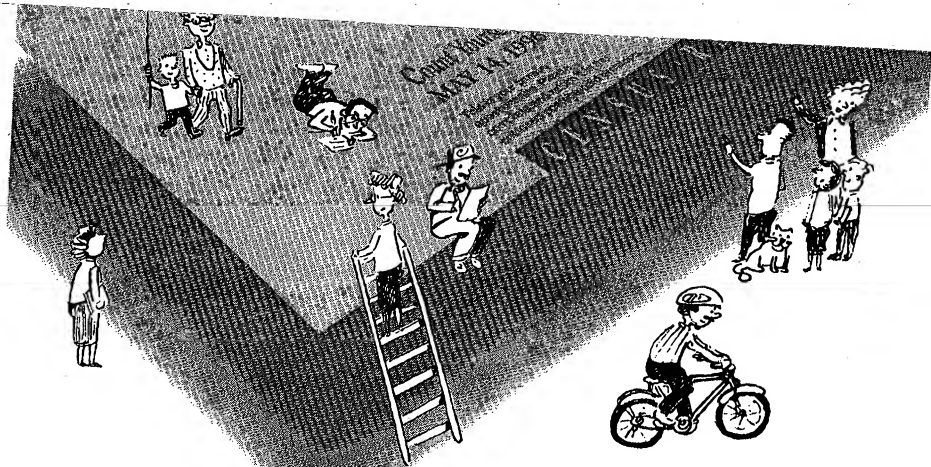
Media	37,000	
Production	<u>16,000</u>	
		\$56,710

### 1996 Census

Advertising Development		
Production	533,663	
Research & Development	93,300	
Media	2,321,900	
Miscellaneous Administration		
Direct Rebills & Travel	<u>71,927</u>	
		<u>\$3,020,790</u>

TOTAL: \$3,077,500





**MAY 14 • LE 14 MAI**



Statistics Canada  
Statistique Canada

Canada





R E C E N S E M E N T • 1 9 9 6 • C E N S U S

**Le recensement  
est le 14 mai.**

**Soyez  
du  
nombre!**

**May 14 is  
Census Day.**

**Count  
Yourself  
In!**



Statistique  
Canada

Statistics  
Canada

Canada

**Il n'est pas trop tard! 1 800 670 3388 It's not too late!**

CENSUS • 1996 • RECENSEMENT

**May 14 is  
Census Day.**

**Count  
Yourself In!**

**Le recensement  
est le 14 mai.**

**Soyez du  
nombre!**



Statistics  
Canada

Statistique  
Canada

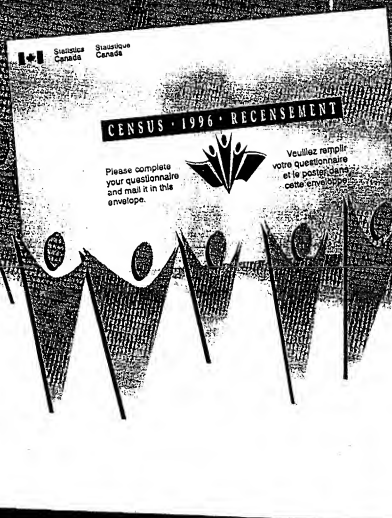
Canada

**It's not too late! 1 800 670,3388 Il n'est pas trop tard!**

CENSUS • 1996 • RECENSEMENT

**Count  
Yourself In!  
May 14**

**Soyez du  
nombre!  
Le 14 mai**




Statistics Canada / Statistique Canada

Canada

**It's not too late! 1 800 670-3388 Il n'est pas trop tard!**

C E N S U S • 1 9 9 6 • R E C E N S E M E N T

**Count  
Yourself In!  
May 14**

 Statistics Canada / Statistique Canada



**Soyez du  
nombre!  
Le 14 mai**

Canada

**It's not too late! 1 800 670-3388 Il n'est pas trop tard!**

## CENSUS • 1996 • RECENSEMENT



## Tuesday, May 14... Count Yourself In!

### What is the census?

Every five years, the census provides a statistical portrait or snapshot of our country on a given day.

### Is census information important?

The statistical information gathered through the census is a very important tool. It helps governments determine how funding for education, health and social services will be delivered in your community.

### What do I do with my census form?

Complete your census form and mail it on May 14.

### What do I do if I don't get a census form?

Please call 1 800 670-3388.

### Do I have to fill out the census form?

Yes. You are required by law to complete your census form.

### *Remember, by law, your census information is kept confidential.*

Personal census information cannot be given to anyone outside Statistics Canada — not other government departments, not the police, not the courts — not another person.

If you have any questions, please call:

# 1 800 670-3388

**On May 14...  Count Yourself In!**



Statistics Canada  
Statistique Canada

Canada

# RECENSEMENT • 1996 • CENSUS



## Le mardi 14 mai... Soyez du nombre !

### Qu'est-ce que le recensement ?

Tous les cinq ans, le recensement fournit un portrait statistique de notre pays à une date précise.

### Les renseignements du recensement sont-ils importants ?

Les renseignements recueillis lors du recensement sont très importants. Ils permettent aux gouvernements de déterminer comment le financement pour l'éducation, la santé et les services sociaux sera attribué dans votre communauté.

### Que dois-je faire avec mon questionnaire de recensement ?

Répondez aux questions et postez-le le 14 mai.

### Que dois-je faire si je ne reçois pas de questionnaire de recensement ?

Composez le 1 800 670-3388.

### Dois-je absolument remplir le questionnaire de recensement ?

Oui. En vertu de la loi, vous devez remplir le questionnaire.

### Rappelez-vous que, en vertu de la loi, vos renseignements personnels demeurent confidentiels.

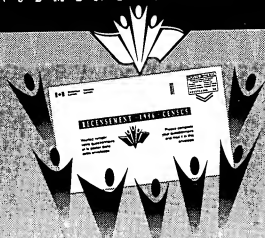
Les renseignements personnels ne peuvent être donnés à personne à l'extérieur de Statistique Canada, pas même aux tribunaux, ni à la police ni à d'autres ministères.

Si vous avez des questions, veuillez composer le :

# 1 800 670-3388

Le 14 mai sera jour de recensement.  Soyez du nombre !

# RECENSEMENT • 1996 • CENSUS



## Le mardi 14 mai... Soyez du nombre !

Tous les cinq ans, le recensement fournit un portrait statistique de notre pays à une date précise.

Les renseignements recueillis lors du recensement permettent aux gouvernements de déterminer comment le financement pour l'éducation, la santé et les services sociaux sera attribué dans votre communauté.

Vous n'avez qu'à remplir votre questionnaire et le poster le 14 mai.

En vertu de la loi, vous devez remplir le questionnaire.

***Les renseignements personnels ne peuvent être donnés à personne à l'extérieur de Statistique Canada.***

Si vous avez des questions, veuillez composer le :

## Tuesday, May 14... Count Yourself In!

Every five years, the census provides a statistical portrait or snapshot of our country on a given day.

The statistical information gathered through the census helps governments determine how funding for education, health and social services will be delivered in your community.

Complete your census form and mail it on May 14.

You are required by law to complete your census form.

***Personal census information cannot be given to anyone outside Statistics Canada.***

If you have any questions, please call:

# 1 800 670-3388



Statistique Canada  
Statistics Canada

Canada

# CENSUS • 1996 • RECENSEMENT



## Tuesday, May 14... Count Yourself In!

### What is the census?

Every five years, the census provides a statistical portrait or snapshot of our country on a given day.

### Is census information important?

The statistical information gathered through the census is a very important tool. It helps governments determine how funding for education, health and social services will be delivered in your community.

### What do I do with my census form?

Complete your census form and mail it on May 14.

### What do I do if I don't get a census form?

Please call 1 800 670-3388.

### Do I have to fill out the census form?

Yes. You are required by law to complete your census form.

**Remember, by law, your census information is kept confidential.**

Personal census information cannot be given to anyone outside Statistics Canada — not other government departments, not the police, not the courts — not another person.

If you have any questions, please call:

**1 800 670-3388**

**On May 14... Count Yourself In!**



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Canada

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C E N S U S • 1 9 9 6 • R E C E N S E M E N T



# 1 800 670-3388

If you haven't completed a census form, or if you didn't get one, call 1 800 670-3388 — **today** — and a census representative will help you.

- By law, you are required to complete your census form.
- By law, the personal information you provide is kept confidential.



Statistics  
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RECENSEMENT • 1996 • CENSUS



**1 800 670-3388**

Si vous n'avez pas encore rempli  
votre questionnaire de recensement  
ou si vous ne l'avez pas  
reçu, composez le 1 800 670-3388  
aujourd'hui même. Un agent du  
recensement pourra vous aider.

- En vertu de la loi, vous devez remplir un questionnaire de recensement.
- En vertu de la loi, vos renseignements personnels demeurent confidentiels.



Statistique Canada  
Statistics Canada

Canada

## C E N S U S • 1 9 9 6 • R E C E N S E M E N T



# Count Yourself In British Columbia!

Census representatives are working hard to finish the Census in your community. If you haven't completed a census form, or if you didn't get one, call **1 800 670-3388** and a census representative will help you.

- By law, you are required to complete your census form.
- By law, the personal information you provide is kept confidential.




Statistics  
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Statistique  
Canada

Canada

# Tout le monde compte



Le soutien de l'État aux soins de santé, à l'éducation et aux services sociaux est basé sur le nombre de personnes dénombrées lors du recensement. Les données servent aussi à planifier l'ouverture de nouvelles écoles ainsi que de nouveaux centres hospitaliers et communautaires. Toute personne qui n'est pas dénombrée peut faire perdre des centaines de dollars à la collectivité. Lors d'un recensement, tout le monde compte.

Avec la création prochaine du Nunavut et des Territoires de l'Ouest, il devient essentiel pour les gens du Nord de se faire entendre. C'est la seule façon de s'assurer que le Nord reçoive sa juste part de services. En vertu de la loi, tous les renseignements fournis demeurent confidentiels. Alors, soyez du nombre!

RECENSEMENT • 1996 • CENSUS

Soyez du nombre!



Count Yourself In!

Canada

Mars est le mois du recensement du Nord

# Everybody Counts.



Government support for health care, education and social services is based on the numbers gathered by the Northern Census. Census data are also used in planning for new schools, hospital and community centres. Each person missed can cost your community hundreds of dollars, so remember: everybody counts for the Census.

With the upcoming creation of Nunavut and the Western Territories, it is more important than ever for all Northerners to stand up and be counted to ensure the North receives its fair share of services. All the information you provide is confidential by law, so count yourself in!

CENSUS · 1996 · RECENSEMENT



Canada

March is Northern Census Month

client	STATISTICS CANADA		
prod./div.	NORTHERN CENSUS	docket no./dossier	R66193
identification	"REPS"	length/longueur	:30
		date	REVISED FEB. 19, 1996

---

**MUSIC:** Stock music .....

**ANNCR:** straightforward read/warm and friendly

It is very important that all northerners are counted in the coming Census, to help ensure the North receives its share of services.

Funding for health care, education and social services in Nunavut and the Western Territory will be based on population figures gathered from the Census.

Census representatives will be in your community soon and will be contacting all households to make sure everyone is counted in. See your local newspaper for the dates and remember all the information you provide, is confidential by law.

Count Yourself In.

## CENSUS • 1996 • RECENSEMENT



## On Tuesday, May 14, Count Yourself In as a Proud Member of Canada's Farm Community

*On May 14, farm operators across Canada are required to complete a Census of Agriculture questionnaire.*

### Why is the Census of Agriculture important?

The Census of Agriculture is the backbone of Canada's agricultural statistics program, providing comprehensive information on the agriculture industry, from the county/township/rural municipality level to the national level.

Census of Agriculture information is an indispensable tool for a wide variety of users including agri-business, food processors, farm media, marketing boards, farm producer groups, agricultural associations and commodity groups.

Census of Agriculture data provide the background to support producers' lobbying efforts to legislators, and the public, and to defend agricultural interests in international trade negotiations.

### What do I do if I didn't receive a census form?

If you do not receive your Census of Agriculture form by May 14, please call 1 800 216-2299.

### Do I have to fill out the Census of Agriculture questionnaire?

Yes. Farm operators across Canada must, by law, complete a Census of Agriculture questionnaire in addition to their Census of Population form.

### Remember, by law, your census information is kept confidential.

Personal census information cannot be given to anyone by Statistics Canada — not banks, not another government department, not another person.

**If you have any questions, please call:**

**1 800 216-2299**



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# RECENSEMENT • 1996 • CENSUS



## Le mardi 14 mai, soyez du nombre en tant que membre de la communauté agricole du Canada

Le 14 mai, les exploitants agricoles de partout au pays devront remplir un questionnaire du Recensement de l'agriculture.

### Pourquoi le Recensement de l'agriculture est-il important ?

Le Recensement de l'agriculture est la pièce maîtresse du programme de la statistique agricole du Canada. Il permet de recueillir des données détaillées sur l'industrie agricole, et ce, tant à l'échelle municipale que nationale.

Les données du Recensement de l'agriculture sont un outil de travail indispensable pour un grand nombre d'utilisateurs, notamment les négociants agricoles, les compagnies de transformation des aliments, les médias agricoles, les offices de commercialisation, les groupes de producteurs agricoles, les associations agricoles et les groupes de producteurs spécialisés.

Les données peuvent également être utilisées pour soutenir les activités de lobbying des producteurs auprès des législateurs et du public, et pour défendre les intérêts agricoles lors des négociations sur le commerce international.

### Que dois-je faire si je ne reçois pas de questionnaire ?

Le 14 mai, si vous n'avez toujours pas reçu votre questionnaire du Recensement de l'agriculture, veuillez téléphoner au 1 800 216-2299.

### Dois-je absolument remplir le questionnaire du Recensement de l'agriculture ?

Oui. Les exploitants agricoles canadiens doivent, selon la loi, remplir un questionnaire du Recensement de l'agriculture en plus du questionnaire du Recensement de la population.

### N'oubliez pas que, en vertu de la loi, vos renseignements personnels demeurent confidentiels.

Les renseignements personnels ne peuvent être donnés à personne à l'extérieur de Statistique Canada - ni aux banques ni à un autre ministère.

Si vous avez des questions, veuillez téléphoner au :

# 1 800 216-2299



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Statistics Canada

Canada

# CENSUS • 1996 • RECENSEMENT



## Canada's Farm Community – Important Enough to Count Twice

As a proud member of Canada's farm community, May 14 is doubly important for you. On May 14, farm operators across Canada are required to complete a Census of Agriculture questionnaire, as well as a Census of Population form.

### Why is the Census of Agriculture important?

The Census of Agriculture is the backbone of Canada's agricultural statistics program. It provides valuable information on the agriculture industry, from the county/township/rural municipality level to the national level.

### How is the information used?

Census of Agriculture data provide the background to support producers' lobbying efforts to legislators and the public, and to defend agricultural interests in international trade negotiations.

### Why is the Census of Population important?

Census information is important to your community, and to you. In order for your community to get funding for education, health and social services, everyone must be counted.

### What do I do if I didn't receive a census form?

If you do not receive your Census of Agriculture and/or Census of Population form by May 14, please call 1 800 216-2299.

### Do I have to fill out both census forms?

Yes. Farm operators across Canada must, by law, complete a Census of Agriculture questionnaire in addition to their Census of Population form.

### Remember, by law, your census information is kept confidential.

Personal census information cannot be given to anyone by Statistics Canada — not banks, not another government department, not another person.

If you have any questions, please call:

# 1 800 216-2299



Statistics Canada  
Statistique Canada

Canada

# RECENSEMENT • 1996 • CENSUS



## La communauté agricole canadienne - assez importante pour compter deux fois

En tant que membre de la communauté agricole canadienne, le 14 mai est doublement important pour vous. Le 14 mai, les exploitants agricoles de partout au pays devront remplir un questionnaire du Recensement de l'agriculture en plus du questionnaire du Recensement de la population.

### **Pourquoi le Recensement de l'agriculture est-il important ?**

Le Recensement de l'agriculture est la pièce maîtresse du programme de la statistique agricole du Canada. Il permet de recueillir des données d'une très grande valeur sur l'industrie agricole, et ce, tant à l'échelle municipale que nationale.

### **Comment les données sont-elles utilisées ?**

Les données du Recensement de l'agriculture sont utilisées pour soutenir les activités de lobbying des producteurs auprès des législateurs et du public, et pour défendre les intérêts agricoles lors de négociations sur le commerce international.

### **Pourquoi le Recensement de la population est-il important ?**

Les renseignements recueillis par le recensement sont importants pour vous, et pour votre communauté. Afin que votre communauté reçoive du financement pour l'éducation, la santé et les services sociaux, tout le monde doit être compté.

### **Que dois-je faire si je ne reçois pas de questionnaire ?**

Le 14 mai, si vous n'avez toujours pas reçu votre questionnaire du Recensement de l'agriculture ou votre questionnaire du Recensement de la population, veuillez téléphoner au 1 800 216-2299.

### **Dois-je absolument remplir les deux questionnaires de recensement ?**

Oui. Les exploitants agricoles canadiens doivent, selon la loi, remplir un questionnaire du Recensement de l'agriculture en plus du questionnaire du Recensement de la population.

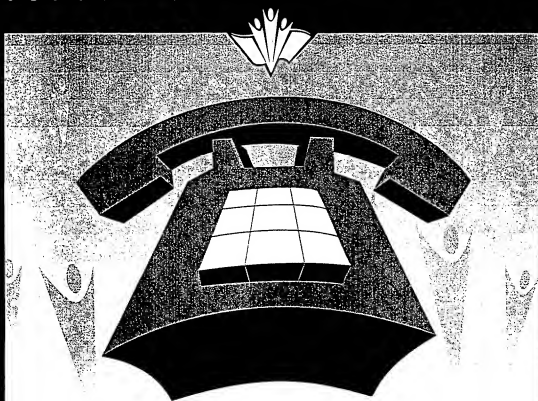
### **N'oubliez pas que, en vertu de la loi, vos renseignements personnels demeurent confidentiels.**

Les renseignements personnels ne peuvent être donnés à personne à l'extérieur de Statistique Canada - ni aux banques ni à un autre ministère.

Si vous avez des questions, veuillez téléphoner au :

# 1 800 216-2299

C E N S U S • 1 9 9 6 • R E C E N S E M E N T



# 1 800 216-2299

If you haven't completed a Census of Agriculture form,  
or if you didn't get one, call **1 800 216-2299**  
— **today** — and a census representative will help you.

- By law, you are required to complete your census form.
- By law, the personal information you provide is kept confidential.

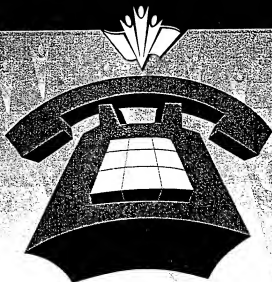


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R E C E N S E M E N T • 1 9 9 6 • C E N S U S



**1 800 216-2299**

Les recenseurs s'affairent présentement à terminer le Recensement de l'agriculture dans votre communauté. Si vous n'avez pas encore rempli votre questionnaire, ou si vous ne l'avez pas reçu, téléphonez au **1 800 216-2299**. Un agent du recensement vous viendra en aide.

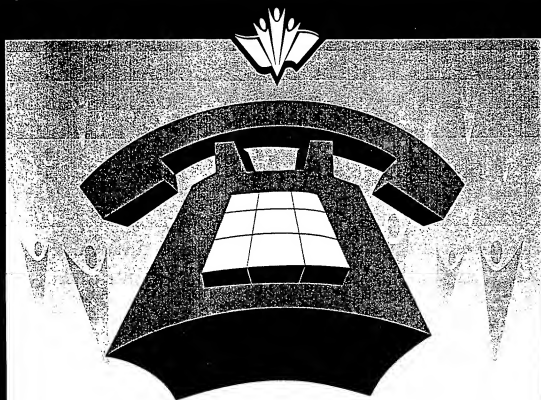
- **En vertu de la loi, vous devez remplir un questionnaire de recensement.**
- **En vertu de la loi, vos renseignements personnels demeurent confidentiels.**



Statistique Canada  
Statistics Canada

Canada

C E N S U S • 1 9 9 6 • R E C E N S E M E N T



# British Columbia Farmers!

If you haven't completed a Census of  
Agriculture form, or if you didn't get one, call:

**1 800 216-2299**  
— today —

- By law, you are required to complete your census form.
- By law, the personal information you provide is kept confidential.

# CENSUS • 1996 • RECENSEMENT



Every five years, the census  
provides a complete picture  
of Canada.

Tuesday, May 14, 1996 is Census Day. As part of the Aboriginal community, your participation on Census Day is important.

**Why is the census important?**

The census gathers information on the number of our people who speak the traditional languages. Knowledge of our languages and culture is important to our children and future generations.

***Remember, by law your census information is kept confidential.***

All census questionnaires are strictly confidential. Personal census information cannot be given to anyone outside Statistics Canada.

**It is important for all  
First Peoples to participate.**



**Count Yourself In!**



Statistics  
Canada

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Canada

C E N S U S • 1 9 9 6 • R E C E N S E M E N T



Every five years, the census  
provides a complete picture  
of Canada.

Tuesday, May 14, 1996 is Census Day. As part of the First Nations' community, your participation on Census Day is important.

**"As the First Nations of Manitoba move toward self-government, the planning of our future depends on accurate and timely information - Count yourself in!"**

**Grand Chief Phil Fontaine  
Assembly of Manitoba Chiefs**

***Remember, by law your census information is kept confidential.***

All census questionnaires are strictly confidential. Personal census information cannot be given to anyone outside Statistics Canada.

**It is important for all  
First Nations of Manitoba to participate.**



**Count Yourself In!**

# CENSUS • 1996 • RECENSEMENT



## Every five years, the census provides a complete picture of Canada.

Tuesday, May 14, 1996 is Census Day. As part of the Aboriginal community, your participation on Census Day is important.

### **Why is the census important to Aboriginals?**

By participating in the 1996 Census you will help create greater awareness of our community needs and concerns. Aboriginals can become partners in this year's census.

### **Let's all participate together.**

### **Aboriginal partnership... where it counts!**

*Remember, by law your census information is kept confidential.*

All census questionnaires are strictly confidential. Personal census information cannot be given to anyone outside Statistics Canada.

## **It is important for all First Peoples to participate.**



## **Count Yourself In!**



Statistics  
Canada

Statistique  
Canada

Canada

client **STATISTICS CANADA — CENSUS '96****FINAL COPY**prod./div. **PRE CENSUS — 18+**docket no./dossier **R66151**identification **R151PC18**length/longueur **:30**date **Nov. 6, 1996**

**Music:** :21 music bed with vocal intro and extro

**Vocal:** "Count Yourself In!"

**Man:** On Tuesday, May 14TH, complete your Census form and mail it.

**Woman:** The Census is vital to you and your community because funding for education, health, and social services depends on information gathered from the Census.

**Man:** By law, your personal information is kept confidential and cannot be given to anyone outside Statistics Canada.

**Woman:** If you need help, need another form, or require an alternative format, call 1 800 670-3388.

**Vocal:** "Count Yourself In, Canada!"

**Statistique Canada**  
**Recensement 1996**  
**Message radio 30 sec.**  
**Pré-recensement 18+**

15.04.96

Révision : 4

TEL QU'ENREGISTRÉ LE 12. 04. 96

**Fond musical.**

**J.G. :**

Le mardi 14 mai sera jour de recensement.

**D.P. :**

Ce jour-là, remplissez votre questionnaire de recensement et postez-le.

**G.R. :**

Les données du recensement sont importantes pour vous et pour votre communauté.

**Y.S. :**

Le financement pour l'éducation, la santé et les services sociaux est basé sur les chiffres du recensement.

**J.G. :**

En vertu de la loi, vos renseignements personnels demeurent confidentiels. Seule Statistique Canada peut y avoir accès.

**D.P. :**

Si vous avez besoin d'aide, d'un autre questionnaire ou d'un questionnaire dans un média substitut, composez le 1 800 670-3388.

**G.R. :**

Le 14 mai, soyez du nombre!

client **STATISTICS CANADA — CENSUS '96**

**FINAL COPY**

prod./div. **CENSUS 18+**

docket no./dossier **R66151**

identification **R151CN18-1**

length/longueur **:30**

date **Nov. 6, 1996**

**Music:** :21 music bed with vocal intro and extro

**Vocal:** "Count Yourself In!"

**Man:** It's not too late to Count yourself in. Just complete your Census form and mail it today.

**Woman:** If you didn't get a Census form, or if you have any questions, call 1800 670-3388.

**Man:** By law, you are required to complete your Census form. And by the same law, your personal information is kept confidential.

**Woman:** Remember, the number to call if you need help or have questions is 1 800 670-3388.

**Vocal:** "Count Yourself In, Canada!"

Statistique Canada  
Recensement 1996  
Message radio 30 sec.  
Recensement 1 (18+)

15.04.96

Révision : 3

TEL QU'ENREGISTRÉ LE 12. 04. 96

**Fond musical.**

**J.G. :**

Il n'est pas trop tard pour être du nombre. Vous n'avez qu'à remplir votre questionnaire de recensement et le poster aujourd'hui même.

**D.P. :**

Si vous n'avez pas reçu votre questionnaire ou si vous avez des questions, composez le 1 800 670-3388.

**J.G. :**

En vertu de la loi, vous devez remplir votre questionnaire de recensement.

**D.P. :**

Selon cette même loi, vos renseignements personnels demeurent confidentiels.

**J.G. :**

N'oubliez pas, le numéro à composer si vous avez des questions ou si vous avez besoin d'aide est le 1 800 670-3388.

**D.P. :**

Soyez du nombre!

client **STATISTICS CANADA — CENSUS '96**

**FINAL COPY**

prod./div. **CENSUS (18+)**

docket no./dossier **R66151**

identification **R151CN18-2**

length/longueur **:30**

date **Nov. 6, 1996**

**Music:** :21 music bed with vocal intro and extro

**Vocal:** "Count Yourself In!"

**Man:** It's not too late to Count yourself in. Just complete your Census form and mail it today.

**Woman:** The Census is vital to you and your community because funding for education, health, and social services depends on information gathered from the Census.

**Man:** That's why everyone must be counted. So, if you need help or have questions, please call, 1 800 670-3388.

**Vocal:** "Count Yourself In, Canada!"

**Statistique Canada**  
Recensement 1996  
Message radio 30 sec.  
Recensement 2 (18+)

15.04.96

Révision : 3

TEL QU'ENREGISTRÉ LE 12. 04. 96

**Fond musical.**

**Y.S. :**

Il n'est pas trop tard pour être du nombre. Vous n'avez qu'à remplir votre questionnaire de recensement et le poster aujourd'hui même.

**G.R. :**

Les données du recensement sont importantes pour vous et pour votre communauté.

**Y.S. :**

Le financement pour l'éducation, la santé et les services sociaux est basé sur les chiffres du recensement.

**G.R. :**

C'est pourquoi tout le monde doit être compté. Alors, si vous avez besoin d'aide, ou si vous avez des questions, composez le 1 800 670-3388.

**Y.S. :**

Soyez du nombre !

**FINAL COPY**

client	STATISTICS CANADA — CENSUS '96		
prod./div.	POST CENSUS (18+)	docket no./dossier	R66151
ntification	R151POST18-1 "HELP"	length/longueur	:30
		date	Nov. 6, 1996

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**Music:** :21 music bed with vocal intro and extro

**Vocal:** "Count Yourself In!"

**Man:** Representatives are working hard in your neighbourhood to complete the Census. Please give them your cooperation.

**Woman:** If you have not completed and mailed your form, call 1 800 670-3388 and a Census representative will help you.

**Man:** Everyone must be counted — it's important and it's the law. So, if you need help or have questions, call 1 800 670-3388.

**Vocal:** "Count Yourself In, Canada!"

Statistique Canada  
Recensement 1996  
Message radio 30 sec.  
Post Recensement 2

15.04.96

Révision : 3

TEL QU'ENREGISTRÉ LE 12. 04. 96

**Fond musical.**

**D.P. :**

Les recenseurs s'affairent présentement à compléter le recensement et ils ont besoin de votre collaboration ?

**Y.S. :**

Si vous n'avez pas encore rempli et posté votre questionnaire, composez le 1 800 670-3388. Un agent du recensement vous indiquera la marche à suivre.

**D.P. :**

Tout le monde doit être compté. C'est important, et c'est la loi. Si vous avez besoin d'aide ou si vous avez des questions, composez le 1 800 670-3388.

**Y.S. :**

Soyez du nombre !

client	STATISTICS CANADA — CENSUS '96			FINAL COPY
prod./div.	POST CENSUS (18+)	docket no./dossier	R 66151	
entification	R151POST18-2 "THE LAW"	length/longueur	:30	date Nov. 6, 1996

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**Music:** :21 music bed with vocal intro and extro

**Vocal:** "Count Yourself In!"

**Man:** If you have not completed your Census form, call 1 800 670-3388 today, and a Census representative will help you.

**Woman:** Census information is so important that you are required by law to complete your form.

**Man:** By the same law, your personal information is kept confidential, and cannot be given to anyone outside Statistics Canada.

**Woman:** If you need help or have questions, call 1 800 670-3388.

**Vocal:** "Count Yourself In, Canada!"

Statistique Canada  
Recensement 1996  
Message radio 30 sec.  
Post Recensement 3

15.04.96

Révision : 3

TEL QU'ENREGISTRÉ LE 12. 04. 96

**Fond musical.**

**J.G. :**

Si vous n'avez pas encore rempli votre questionnaire de recensement, composez aujourd'hui même le 1 800 670-3388. Un agent du recensement vous indiquera la marche à suivre.

**G.R. :**

Les données du recensement sont tellement importantes qu'une loi exige que vous remplissiez votre questionnaire.

**J.G. :**

En vertu de cette même loi, vos renseignements personnels demeurent confidentiels. Ils ne peuvent être donnés à personne à l'extérieur de Statistique Canada.

**G.R. :**

Si vous avez des questions, composez le 1 800 670-3388.

**J.G. :**

Soyez du nombre !

## APPENDIX/APPENDICE 25

Announcer read:

Census Day was May 14. In this area, some households have already completed the Census questionnaire and have mailed it back. Other households will be interviewed by a Census Representative at their home no later than May 27. If you haven't completed a questionnaire by May 27, please call the Census Help Line at 1-800-670-3388.

Le recensement du Canada a eu lieu le mardi 14 mai. Dans notre région, la majorité des ménages ont reçu un questionnaire et l'ont retourné par la poste. Les autres ménages seront interviewés par un recenseur à leur domicile d'ici le 27 mai. Si vous n'avez pas rempli de questionnaire d'ici le 27 mai, veuillez communiquer avec l'Assistance téléphonique du recensement, au 1 800 670-3388.

client STATISTICS CANADA — CENSUS '96

FINAL COPY

prod./div. PRE-CENSUS (ETHNIC)

docket no./dossier R 66153

identification R153PC-ETH

length/longueur :30

date Nov. 6, 1996

**Announcer:** (Friendly, informative read)

On Tuesday, May 14, complete your Census form and mail it. The Census is important to all of us because it helps our community get funding for services such as language classes, education, day-care, and employment and training programs. Please make sure that everyone in your household is counted, including yourself. And remember, by law, the personal information you provide is kept confidential. For more information about the Census, call 1 800 670-3388. Service is available in languages other than English and French.

client **STATISTICS CANADA — CENSUS '96**

**FINAL COPY**

prod./div. **CENSUS (ETHNIC)**

docket no./dossier **R66153**

identification **R153CEN-ETH**

length/longueur **:30**

date **Nov. 6, 1996**

---

**Announcer:** (Friendly, informative read)

It's not too late to complete and mail your Census form. Remember, by law, the personal information you provide is kept confidential. No one has access to it, not the police, not the banks, not the courts, not Revenue Canada. By the same law, you are required to complete your Census form. If you need more information about the Census, call 1-800-670-3388 and a Census representative will help you. Service is available in languages other than English and French.

client STATISTICS CANADA — CENSUS '96

FINAL COPY

prod./div. POST CENSUS (ETHNIC)

docket no./dossier R66153

identification R153POSTCEN-ETH

length/longueur :30

date Nov. 6, 1996

## Announcer:

If you have not completed your Census form, call 1 800 670-3388 today, and a Census representative will help you. Everyone must be counted — it's important and it's the law. Remember, if you have not completed your Census form or need help, call 1 800 670-3388 today, and a Census representative will help you. That's 1 800 670-3388.

client	STATISTICS CANADA		
prod./div.	AGRICULTURAL CENSUS	docket no./dossier	R66AGC
identification	"POST CENSUS"	length/longueur	:15
		date	Nov. 6, 1996

---

(Script to be read by station announcer.)

**Announcer:**

It's not too late to complete and mail your Census of Agriculture form. By law, you must complete this form, and by the same law your census information is kept confidential. If you have any questions or need help, please call one, eight hundred, two-one-six, twenty-two, ninety-nine.

client	STATISTICS CANADA			
prod./div.	AGRICULTURAL CENSUS	docket no./dossier	R66AGC	
identification	"PRE CENSUS"	length/longueur	:15	date Nov. 6, 1996

---

(Script to be read by station announcer.)

**Announcer:**

On May 14, be sure to complete and mail your Census of Agriculture form. If you didn't receive a Census of Agriculture form or if you have any questions, please call one, eight hundred, two-one-six, twenty-two, ninety-nine.

client	STATISTICS CANADA		
prod./div.	ABORIGINAL RADIO	docket no./dossier	R66338
identification	LIVE READ	length/longueur	:30
		date	NOV. 6, 1996

### Announcer:

On Tuesday, May 14th, First Nations people on reserves will be asked to participate in the census.

By filling in the census form, First Nations people play an important role in shaping the future of their communities. Census information will help plan for native language and school programs, community health and social services, business and economic investment, evaluation of existing programs and planning of new service needs.

Your personal information is kept confidential. No one outside Statistics Canada can see your completed census form.

If you have any questions, call 1 800 670-3388.

## **APPENDIX/APPENDICE 29**

**DSS File Number: 3CB.45045-S-2200**  
**Solicitation Closes on February 15, 1996 at 2 P.M. EDST**

**Bid Receiving**  
**Public Works and Government Services Canada**  
**11 Laurier St.**  
**Place du Portage**  
**Phase III, Core 0A1**  
**Hull QC**  
**Mailing Address: Ottawa ON K1A 1C9**

**Dossier MAS numéro: 3CB.45045-S-2200**  
**Clôture des soumissions : le 15 février 1996, 14 h HAE**

**Réception des soumissions**  
**Travaux publics et Services gouvernementaux Canada**  
**11, rue Laurier**  
**Place du Portage**  
**Phase III, Noyau 0A1**  
**Hull (QC)**  
**Adresse postale: Ottawa ON K1A 1C9**

## **APPENDIX "A"**

### **1. PROJECT TITLE**

Qualitative Pre-testing of Advertising on the 1996 Census

### **2. BACKGROUND INFORMATION**

The 1996 Census will take place across Canada on May 14th, 1996. The Census will undertake to collect information about all Canadian Residents through forms that are dropped off by Census Representatives, and then returned via the mail.

The advertising campaign will take place in April and May and will aim to build awareness, increase understanding and build support for the census.

The primary target audience will be all residents of Canada aged 18 and over. There will however, be special efforts made to communicate with the segment that is 18-30 years (especially males), and the ethnic populations.

### **3. STATEMENT OF WORK**

The objective of the research is to pre-test advertising campaign concepts (outdoor, radio and print) to determine their effectiveness prior to final production.

#### **Scope of Work**

The research will determine the effectiveness of the advertising by ensuring that the key messages are communicated clearly to the identified target audiences as outlined in the Communications Objectives below.

The research will provide guidance for changes to concepts that will improve their effectiveness.

#### **Communications Objectives**

- build awareness for the date of the Census
- encourage participation in the Census
- communicate the benefits of the Census
- emphasize that the information collected is kept confidential
- communicate the legal requirement for participation in the Census by all residents of Canada
- maximize awareness of the 1-800 number for information and assistance

#### **Special Considerations**

##### **Number of Concepts**

There will be two outdoor visuals, 3 to 6 radio spots and 3 to 6 print ads that will be tested.

##### **Regionality**

The research must provide for evaluation of the concepts in three regions and in both of Canada's official languages: Ontario (English only), Quebec (French only), British Columbia (English only). It is essential that the research done in Quebec is handled by Francophone researchers, (ie. not by French speaking anglophones). Participants must come from various social classes, education levels and ethnic backgrounds (including participants who are visible minorities).

##### **Demographics**

It will be necessary to test one set of messages against the 18-30 year old target, and another separate set of messages against the 18+ target.

### Timing

The research must provide a methodology that allows for the work to be completed within a tight time frame.

### Format of Concepts

The print and outdoor will be presented as composites of the final artwork. The radio will be presented as recorded 30 second radio spots.

### Workplan

Briefing of Firm (via telephone)	February 20
In field, Topline Report	At the discretion of the research firm
Final Report	March 8

### Deliverables

The contractor will be expected to finalize an appropriate methodology for the research, to prepare research instruments, carry out the fieldwork, and analysis and produce topline and final reports.

The contractor shall, in consultation with the client:

- a) finalize the research objectives and methodology
- b) develop the research instrument(s) in English and French (original French, not a translation)
- c) carry out the fieldwork
- d) carry out the necessary data analysis
- e) prepare and deliver topline reports in English and in French
- f) prepare and deliver the final report in English and in French. In addition to the above, the Contractor shall submit four (4) copies of the final report in English and (4) copies of the final report in French to the Advertising and Public Opinion Research Sector of Public Works and Government Services Canada. The final reports will be sent by the Advertising and Public Opinion Research Sector to the National Library of Canada (2 copies) and the Library of Parliament (1 copy), and will become part of the public domain. The Advertising and Public Opinion Research Sector is located at the following address:

Public Works and Government Services Canada  
Advertising and Public Opinion Research Sector  
107 Sparks St. 4th Floor  
Ottawa, Ontario  
K1P 5B5

Attention: Marthe Schryburt

## 4. CONTENT OF PROPOSALS

Bidders are requested to submit a proposal (maximum of 10 pages) which addresses the challenges outlined in the Scope of Work, reviews the research objectives and outlines an appropriate methodology for gathering the information required.

### Proposals shall include:

- a) an overview of the firm's understanding of the Scope of Work (maximum 2 pages)
- b) a description of the methodology
- c) a detailed work plan showing dates when specific phases of the research will be completed
- d) concise listing of the proposed research team's relevant experience, along with a profile of the personnel assigned to the project
- e) a detailed costing of the proposal including payment schedule

## APPENDIX "B"

**BIDS FROM OTHER GOVERNMENT DEPARTMENTS, PROVINCIAL AND MUNICIPAL ENTITIES, OR ANY OTHER ORGANIZATION WHICH IS SUBSIDIZED BY ANY LEVEL OF GOVERNMENT OR ENJOYS ANY TYPE OF TAX EXEMPT STATUS WILL NOT BE ACCEPTED AS PER TREASURY BOARD POLICY.**

Purchases by the Government of Canada of communications services including all public opinion research are exempt from regulation by the North American trade Agreement (NAFTA) by virtue of Part T (and specifically parts T000 to T099) of Schedule B, Annex 1001.1b-2 of chapter 10 of NAFTA.

### **PRESENTATION OF THE PROPOSAL**

Bidders are requested to submit five (5) copies of the proposal. The proposal must be submitted in two (2) parts as follows:

- service proposal
- costing proposal

### **SERVICE PROPOSAL**

Proposals will be evaluated according to the following mandatory criteria and then by the point rating system. Bidders are advised to address these requirements in the following order, where possible, and in sufficient depth in their proposals. An item not addressed in the proposal will be deemed as either not meeting the mandatory criteria or given zero points under the point rating system. Proposals not meeting the mandatory requirements will not be evaluated further and will be deemed non-responsive. To qualify, the following minimum scores must be achieved in the rated requirements: Understanding 105 points, Methodology 350 points and Personnel 245 points, for an overall minimum of 700 points. The rating is performed on a scale of 1000 points.

The proposal received will be assessed using the following evaluation criteria. In your proposal you are encouraged to utilize the main headings as detailed below under mandatory and rated requirements. Clear cross-references from one section to another are encouraged.

#### **A. MANDATORY REQUIREMENTS**

- A1 The proposed project team must have the ability to conduct the research in both official languages. Bidders must outline the language capabilities of the key team members, including sub-contractors and back-up personnel, and describe projects that support their language capabilities;
- A2 Bidders must provide a detailed workplan which demonstrates their ability to complete all work by March 8, 1996.
- A3 Bidders **MUST SIGN** the following two certifications:
1. **Canadian Content**

The Bidder represents and warrants that, of the goods and/or services being offered to Canada, no less than 80 percent of the bid price consists of goods and services of Canadian origin, and that the bid therefore qualifies for inclusion in Priority Group 1 as defined in DSS's Supply Policy Manual Directive 3010.

The Bidder acknowledges that the Minister relies upon such representation and warranty to evaluate bids and to enter into any contract resulting from this bid. Such representation and warranty of Canadian Content may be verified in such manner as the Minister may reasonably require.

Should a verification by the Minister disclose a breach of such covenant, the Minister shall have the right to treat any contract resulting from this bid as being in default.

Failure to include this representation and warranty with the bid by executing the signature immediately following this paragraph shall render the bid non-responsive.

---

Signature

## 2. Education/Experience Certification

"We certify that all statements made with regard to the education and the experience of individuals proposed for completing the subject work are accurate and factual, and we are aware that the Minister reserves the right to verify any information provided in this regard and that untrue statements may result in the proposal being declared non-responsive."

Should a verification by the Minister disclose untrue statements, the Minister shall have the right to treat any contract resulting from this bid as being in default and to terminate it accordingly.

Failure to include this representation and warranty with the bid by executing the signature immediately following this paragraph shall render the bid non-responsive.

---

Signature

## PROPOSALS NOT MEETING ANY OR ALL OF THE MANDATORY REQUIREMENTS WILL BE GIVEN NO FURTHER CONSIDERATION.

Those proposals which are deemed to meet the mandatory requirements will be evaluated and given a total rating on a maximum of 1000 points based on the rated criteria outlined below. The successful bidder will be selected on the basis of the lowest cost per point.

B. RATED REQUIREMENTS			MINIMUM SCORE	MAXIMUM SCORE
B1	Understanding		105 points	150 points
B2	Methodology & Workplan		350 points	500 points
B3	Personnel		245 points	350 points

The proposal must include the following information:

### B1 Understanding of the issues:

Demonstrate a solid understanding of the objectives of the research to be conducted and the relevant issues to be addressed. A simple restatement of material in the scope of work will be considered unresponsive.

### B2 Methodology & Workplan

Bidders must provide a detailed description of the methodology and supporting rationales for design and implementation choices.

Proposed analysis and reporting plans should also be described. Any major difficulties that are anticipated should be identified, including possible solutions.

a detailed work plan showing dates when specific phases of the research will be completed

If optional techniques are proposed, rationales and separate cost estimates must be provided.

### **B3 Personnel**

Describe the experience of the key members of the project team, the key tasks of each member of the proposed project team and state examples of relevant previous work. Identify the skills and/or training of persons who will be participating in the key tasks.

Bidders must provide detailed resumes of each member of the project team, including sub-contractors and back-up personnel, outlining level of expertise and relevant experience. The resumes are to include the academic background and work history of the individual; relevant projects must be included in the main body of the proposal.

The projects must be clearly described, identifying the client, the nature of the research, the scope, date and location of the research

**Bidders must clearly describe the proposed tasks of each member of the project team, and include the estimated allocation of time in hours for each major activity. Categories should include:**

- project management/consultation
- research design
- recruitment
- fieldwork
- analysis
- report preparation

## **COSTING PROPOSAL**

### **Proposed Basis of Payment**

A firm, all inclusive lot price of \$\_\_\_\_\_ for work as described in the scope of work, provided to the Project Authority in Ottawa, Ontario. GST is extra, if applicable.

A complete breakdown of how the firm price was derived must also be provided, broken down by category of personnel showing hourly rates and estimated number of hours, travel and living expenses, disbursements and any other expenses associated with carrying out this work.

**N.B.** Support services will not be provided

Travel is to be built into the costing proposal

### **Proposed Payment Schedule**

The payment schedule under any resulting contract will be:

- 50% payment upon timely completion of the focus groups;
- 50% payment upon submission of the final report.

## CENSUS • 1996 • RECENSEMENT



# 1-800-670-3388

***If you have not completed and mailed your Census form, call 1-800-670-3388 – RIGHT AWAY – and a Census representative will help you.***

- By law, you are required to complete your Census form.
- By law, the personal information you provide is kept confidential.

# CENSUS • 1996 • RECENSEMENT



## Census Day is Tuesday, May 14, 1996

Census forms are now being delivered. On May 14, please complete your form, and mail it right away.

Census information is important to your community, and to you. In order for your community to get funding for education, health and social services everyone must be counted.

### What do I do if I don't get a Census form?

If you don't get your Census form by May 14, please call 1-800-670-3388.

### Who do I include on my Census form?

Make sure that everyone in your household is counted — including yourself.

### Do I have to fill out the Census form?

Yes. Census data are so important that you are required by law to complete your Census form.

**Remember, by law your Census information is kept confidential.**

If you have any further questions, please call this toll free number:

# 1-800-670-3388

## Census Day Is May 14 Count Yourself In



Statistics  
Canada

Statistique  
Canada

Ca

CENSUS • 1996 • RECENSEMENT



# It's Not Too Late to Count Yourself In!

Complete your Census form and mail it **right now!**

**Do I have to complete a Census form?**

Yes. You are required by law to complete your Census form.

**What if I don't have a Census form?**

Call 1-800-670-3388.

**Remember, by law your Census information is kept confidential.**

If you have any questions, please call ~~this toll-free number:~~

**1-800-670-3388**



Statistics  
Canada

Statistique  
Canada

Canada

## APPENDIX/APPENDICE 31

### 1996 Census Focus Groups (SCREENER FOR GROUP 1 - Youth; 6 pm)

Hello, my name is \_\_\_\_\_ and I'm calling from the Angus Reid Group, a professional public opinion research company. From time to time, we get opinions by sitting down and talking with a group of people. We are having one of these discussion groups and are calling to see if someone in your household can participate. This paid discussion takes about 2 hours. Participation is voluntary and all of your answers will be kept strictly confidential. I would like to ask you a few questions to see if you qualify to attend.

**A. Are you 18 years of age or older? (IF "NO", ASK TO SPEAK TO SOMEONE IN THE HOUSEHOLD WHO IS; TERMINATE IF NO RESPONDENT 18 OR OVER).**

Yes ..... 1  
No (THANK AND TERMINATE) ..... 2

**B. Do you, or does anyone in your household work for any of the following? (DISQUALIFY IF YES TO ANY OF THE FOLLOWING).**

The media ..... 1 (THANK AND TERMINATE)  
A public relations firm ..... 2 (THANK AND TERMINATE)  
An advertising firm ..... 3 (THANK AND TERMINATE)  
A market research firm ..... 4 (THANK AND TERMINATE)  
The federal government ..... 5 (THANK AND TERMINATE)

**C. Which age category do you fit into? (READ LIST)**

18 - 30 ..... 1  
Over 30 ..... 2 (THANK AND TERMINATE)

**D. Gender (RECORD - DO NOT ASK)**

Male ..... 1 (RECRUIT 7)  
Female ..... 2 (RECRUIT 5)

**E. Are you a member of a visible minority?**

Yes ..... 1 (RECRUIT AT LEAST 3 PER GROUP; ENSURE MIX OF ETHNIC GROUPS)  
No ..... 2 (REST OF GROUP)

F. Which of the following best applies to you ?

Unemployed .....	1 (NO MORE THAN 2)
Student .....	2 (NO MORE THAN 2)
Homemaker .....	3 (NO MORE THAN 2)
Employed .....	4 (REST OF GROUP)

GROUP 1: The group is being held on February/March the \*\*\*th, from 6 to 8 p.m. at \*\*\*, \*\*\* St. in . Participants will receive \$40 for attending the group. Can you attend?

Someone from our office will be calling you back to confirm these arrangements. Could I please have a phone number where we can reach you during the evening and during the day?

Work phone:  
evening phone:

**THANK-YOU VERY MUCH**

Recruited by:  
Confirmed by:

**1996 Census Focus Groups  
(SCREENER FOR GROUP 2 - GENPOP; 8 pm)**

Hello, my name is \_\_\_\_\_ and I'm calling from the Angus Reid Group, a professional public opinion research company. From time to time, we get opinions by sitting down and talking with a group of people. We are having one of these discussion groups and are calling to see if someone in your household can participate. This paid discussion takes about 2 hours. Participation is voluntary and all of your answers will be kept strictly confidential. I would like to ask you a few questions to see if you qualify to attend.

**A. Are you 18 years of age or older? (IF "NO", ASK TO SPEAK TO SOMEONE IN THE HOUSEHOLD WHO IS; TERMINATE IF NO RESPONDENT 18 OR OVER).**

Yes ..... 1  
No (THANK AND TERMINATE) ..... 2

**B. Do you, or does anyone in your household work for any of the following? (DISQUALIFY IF YES TO ANY OF THE FOLLOWING).**

The media ..... 1 (THANK AND TERMINATE)  
A public relations firm ..... 2 (THANK AND TERMINATE)  
An advertising firm ..... 3 (THANK AND TERMINATE)  
A market research firm ..... 4 (THANK AND TERMINATE)  
The federal government ..... 5 (THANK AND TERMINATE)

**C. Gender (RECORD - DO NOT ASK) (50/50 QUOTA)**

Male ..... 1  
Female ..... 2

**D. Are you a member of a visible minority?**

Yes ..... 1 (RECRUIT AT LEAST 3 PER GROUP, ENSURE A GOOD MIX OF ETHNIC BACKGROUNDS)  
No ..... 2 (REST OF GROUP)

**E. Which of the following best applies to you ?**

Unemployed ..... 1 (NO MORE THAN 2)  
Student ..... 2 (NO MORE THAN 1)  
Retired ..... 3 (NO MORE THAN 1)  
Homemaker ..... 4 (NO MORE THAN 2)  
Employed ..... 5 (REST OF GROUP)

F. Which of the following categories best describes your total yearly household income from all members, before taxes? Is it... (READ LIST)

under \$30,000 ..... 1 (RECRUIT 4)  
\$30,000 to \$60,000 ..... 2 (RECRUIT 4)  
Between \$60,000 and \$100,000 ..... 3 (RECRUIT 4)  
over \$100,000 ..... 4 (THANK AND TERMINATE)

G. Which age category do you fit into? (READ LIST) (ENSURE A GOOD MIX)

18 - 30 ..... 1  
31 - 50 ..... 2  
Over 50 ..... 3

GROUP 2: The group is being held on February/March the \*\*\*th, from 8 p.m. to 10 p.m. at \*\*\*,  
\*\*\* St. in . Participants will receive \$40 for attending the group. Can you attend?

Someone from our office will be calling you back to confirm these arrangements. Could I please have a phone number where we can reach you during the evening and during the day?

Work phone:  
evening phone:

**THANK-YOU VERY MUCH**

Recruited by:  
Confirmed by:

1996 Census

- FINAL MODERATOR'S GUIDE -

*1. Introduction (10 minutes)*

- Thank you for coming/welcome
- Intro to moderator/research
- Role of moderator:
  - ask questions/encourage participation
  - timekeeper
  - objective/no vested interest
- Role of participants
  - not expected to be experts
  - no need to reach consensus
  - speak openly and frankly about opinions
  - no right/wrong answers
  - confidentiality
- Combination of discussion & answering survey on individual basis.
- Identify topic and client.
- Length of session/taping/one-way mirror/colleagues in back room.
- Respondent introductions: name & activity/hobby.
- Inform participants to focus on objectives of the research.

## ***2. Introduction to Issue (15 minutes)***

- What do you know about the Canadian Census?
- How often is it conducted? When is the next one?
- What do you think is the purpose of conducting the Census? Is the Census important? To whom? Do you benefit in any way from the Census being conducted?
- How is the Census conducted/by whom? How is the information collected? From where do you get the proper forms?
- Is there any legal requirement for Canadians to participate in the Census? Do you feel this is necessary? Does it encourage participation?

### **3. Test Themes and Messages:**

Tonight, we will show you a number of advertisements designed to make people such as yourself aware of the Census and to encourage you to participate. We have selected only a few ads from a much broader advertising campaign given our limited time and it is important for you to remember that the campaign is not limited to the ads we have selected to test this evening.

I will be playing proposed radio ads for you or showing you proposed newspaper or billboard ads and will ask you a few questions after each ad to get your overall impressions.

#### **3.1 Print Ads                      30 minutes**

Hand-out ad. Ask participants to read the ad a few times. Using a green and red pen, ask participants to underline words, sentences or sections they particularly like in green. Words, sentences or sections which they cannot understand, which they feel are confusing or difficult to understand, which are inappropriate or offensive should be marked in red.

- Did you find the ad informative?
- Overall, how do you like this ad?
- What is the main message of the ad? Would this message affect your behaviour in any way? Would this ad make you believe the Census is something important to participate in?

Repeat for second and third ads.

#### **ii) Billboard Ads - 20 minutes**

Show board. Hand-out text of ad. Same exercise as above. Once done, show post-Census add-on. Ask for comments.

- Did you find the ad informative?
- Overall, how do you like this ad?
- What is the main message of the ad? Would this message affect your behaviour in any way? Would this ad make you believe the Census is something important to participate in?

**iii) Radio Spot - 20 minutes**

Play the first radio spot on the recording machine. Play twice. Discuss with the following:

- Did you find the ad informative?
- Overall, how do you like this ad?
- What is the main message of the ad? Would this message affect your behaviour in any way? Would this ad make you believe the Census is something important to participate in?
- What do you think of the tone used in the ad?
- Speed of communication? Too fast? About right? Too slow?
- Male vs female voice?
- Background music?

Same exercise for the other radio spot.

Test the second music recording.

#### ***4. General Comments (15 minutes)***

Now that I've shown you several advertisements, generally, do you think these advertisements would make you want to participate in the Census? Why? Why not?

Do you think there is anything else you would need to hear to encourage your participation in the Census?

Are there any other messages or arguments that you think would convince Canadians to make sure they are counted in the Census?

#### ***5. Wrap-Up***

Thank participants.

## EXECUTIVE SUMMARY

Focus Groups were conducted in Vancouver, Toronto and Montreal to test various communications and advertising messages designed to maximize participation in the 1996 Census. Public attitudes toward the Census were discussed during the warm-up before all focus group sessions. Various English language ads were tested in Vancouver and Toronto whereas French language ads were tested in Montreal.

### English Language Groups

Generally speaking, the ads were well received. Participants felt the ads did the job in the sense that they informed them of what were considered the three most important features of the Census:

- 1) What you have to do in regards to the Census?
- 2) Why do you have to complete it?
- 3) It's required by law.

An important thing to note about the evaluation of English advertising copy is that a significant portion of these focus groups was spent assessing participants' knowledge about the Census before they were shown any ad. This lead-up to the evaluation of individual advertisements included an in-depth discussion concerning the legal requirement for Canadians to fill out Census forms, which in turn may have elicited more comments about references to the law contained in the advertisements shown subsequently.

There was quite a bit of confusion as to what "Census Day" was or meant. People generally do not have a good understanding of how the Census is conducted and had a hard time understanding the concept of a single day event. This raised a number of unanticipated questions.

In Vancouver and Toronto, participants felt the ads had "stopping power" as long as they were big enough. People felt large ads (full page) would be

required particularly with the print ads. The visual presentation of the ads was also well received and most participants liked the idea of the progression (pre, during, post) and felt it would work. The issue of confidentiality did not appear to be a big concern. In general, the ads did not violate taste in any major way and most people found them to be rather attractive.

The prints ads were fairly well received although many participants felt the tone was rather harsh. Some would prefer a more "polite" tone but also insisted that the information must communicate the obligation to complete the questionnaire. Some participants also felt the ads should communicate more clearly how the Census benefits them as individuals, the "what's in it for me" type of attitude.

The billboard ad was very well received and people found it to be attractive and colourful.

Two radio spots were tested in each group, and people commented fairly negatively on the music track from the first ad. They found the music to be rather "hyper-active" and felt it was somewhat inappropriate. The music track on the second ad was considered much better. Interestingly, although most participants felt the print ads were somewhat too harsh, they also felt the tone of the radio spots should be more serious.

### **French Language Groups**

Participants in Montreal were shown similar ads as those in Vancouver and Toronto, but opinions were somewhat different on the French ads. The ads were very well received and people found them to be attractive and informative. However, contrary to the English groups, most participants particularly in the Gen Pop group, felt the tone was too soft. Many participants in the Youth group and most participants in the older group felt the ads had to convey in a much harsher way the fact that completing the Census was a legal obligation. "Le mot 'devoir' devrait être remplacé par 'obligation'." They particularly felt that the tone was much too soft in the "post-ads" as people have already past the deadline and must be told to complete it now.

Although a number of suggestions were offered on ways to make the ads harsher, there was considerable amount of debate as to whether or not consequences of not completing the Census should figure in the ads. Following some discussion, most would end up arguing against the idea. They continued however to insist that the ads were too soft. The "during" ad which read "Il n'est pas trop tard pour être du nombre!" appeared much too soft and some participants questioned the need to have further ads (e.g. the post campaign) on the basis that people should now be aware of the Census and should know that they are required to complete it.

It should be noted that the level of awareness of the Census was low in both Montreal groups and was practically non-existent in the Gen Pop group. Very few people knew anything about it. No one knew there was a legal requirement to complete it. Visible minorities had never heard of it and there was general confusion as to what it was and how it was conducted. Most participants mixed it up with the electoral census and no one knew that it was delivered to your home and that you were requested to mail it back.

This lack of awareness, particularly in the second group, may explain in part why people felt the ads should be harsher. Given the high level of ignorance regarding the Census, all information was viewed as necessary but they also felt people needed to be made aware of the fact that it was their legal obligation to complete it.

The print ads were the ones that received the most criticism and suggestions for modifications. Most of them had to do with the tone of the ad but some people had suggestions regarding the actual layout of the ads. These were fairly minor and not all participants agreed on them. The logo and the general layout were very well received.

The billboard and bus-shelter ads were extremely well received as almost everyone found them very attractive and colourful.

The radio spots were also very well received, but contrary to the English groups, most people clearly enjoyed the music track in both spots. Interestingly, many participants in the second group associated the music

with the justice system as the initial sounds were interpreted as "les coups de marteau d'un juge en cours". All arguments made during the print ads on the soft or harsh tone were discussed again mainly during the post-Census spot and many felt it was again too soft. Most participants felt they were very dynamic and enthusiastic ads.

## RÉSUMÉ EXÉCUTIF

Dans le but de mettre à l'essai divers messages communicationnels et publicitaires conçus pour maximiser la participation au recensement de 1996, des groupes de discussion ont été menés à Vancouver, à Toronto ainsi qu'à Montréal. Les attitudes de la population envers le recensement ont fait l'objet d'une discussion préliminaire avant la tenue de tous les groupes de discussion. Diverses publicités en anglais ont été soumises à l'essai à Vancouver et à Toronto tandis qu'à Montréal, ce sont les publicités de langue française qui ont été soumises à l'essai.

### Groupes Anglophones

Dans l'ensemble, les publicités ont été bien accueillies par les participants. Ces derniers ont jugé que les publicités diffusaient adéquatement l'information touchant ce qu'ils considèrent comme les trois plus importantes caractéristiques du recensement, à savoir :

- 1) Que devez-vous faire lors d'un recensement?
- 2) Pourquoi devez-vous y participer?
- 3) Votre devoir d'y participer en vertu de la loi.

Au sujet de l'évaluation des publicités de langue anglaise par les groupes de discussion, il mérite de souligner qu'un très grand nombre de participants à ces groupes de discussion ont consacré beaucoup de temps à évaluer leur propre connaissance du recensement avant de voir les publicités. Par conséquent, l'évaluation qui a été faite des publicités par chacun des participants englobait une discussion en profondeur sur le devoir qu'ont les Canadiens et les Canadiennes en vertu de la loi de remplir les questionnaires de recensement, ce qui pourrait expliquer le plus grand nombre de commentaires recueillis au sujet de l'aspect légal lors de l'évaluation subséquente des publicités.

Nous avons noté un peu de confusion sur ce qu'est le «jour de recensement» et sur sa signification. De façon générale, les participants n'ont pas semblé bien comprendre le fonctionnement du recensement et ils ont éprouvé de la difficulté à comprendre le concept d'un événement qui se tient durant une seule journée. Cet aspect a donné lieu à un certain nombre de questions non prévues.

Tant à Vancouver qu'à Toronto, les participants ont estimé que les publicités les «forçaient à s'y arrêter» compte tenu leur grand format. Les participants ont jugé que les publicités de grand format (sur une page complète) seraient particulièrement indiquées pour des publicités dans les médias écrits. La présentation visuelle des publicités a également reçu un accueil favorable auprès des participants. De plus, la plupart d'entre eux ont apprécié l'idée d'une progression (publicités avant, pendant et après le recensement) et ont estimé que cet aspect serait efficace. La question de la confidentialité n'a pas semblé être une préoccupation majeure. De façon générale, les publicités n'ont pas déplu de quelque façon que ce soit aux participants; la majorité d'entre eux les ont trouvées plutôt attrayantes.

Les publicités dans les médias écrits ont reçu un accueil assez favorable de la part des participants, bien qu'un certain nombre d'entre eux aient jugé que le ton utilisé était plutôt sévère. Certains participants ont dit qu'ils préféreraient l'utilisation d'un ton plus «poli» tout en insistant sur le fait que l'information diffusée se doit de communiquer l'obligation de remplir le questionnaire. Certains participants ont également jugé que les publicités devraient expliquer plus clairement les avantages à retirer par chaque citoyen à participer au recensement, c'est-à-dire le genre d'attitude qui précède «quels sont mes avantages».

Les messages publicitaires des panneaux d'affichage ont été très bien reçus par les participants, qui les ont trouvés attrayants et colorés.

Les messages radio ont été soumis à l'essai dans chacun des groupes de discussion. Dès l'écoute du premier message radio, les participants ont exprimé des commentaires plutôt négatifs sur la trame musicale. Ils l'ont jugée quelque peu «hyperactive» et elle leur a semblé plutôt inappropriée. Par contre, les participants ont exprimé des commentaires plus favorables sur la trame musicale de la deuxième publicité. Bien que la plupart des participants aient jugé plutôt sévère le ton utilisé dans les publicités des médias écrits, il est intéressant de souligner que ceux-ci ont jugé que le ton utilisé dans les messages radio devrait être plus sérieux.

### **Groupes Francophones**

Les participants des groupes de discussion de Montréal ont évalué des publicités semblables à celles évaluées par les groupes de discussion de Vancouver et de Toronto. Toutefois, leurs opinions envers les publicités de langue française ont différé sensiblement. Les publicités ont reçu un accueil très favorable par les participants, qui les ont jugées à la fois attrayantes et

instructives. Mais à l'inverse des groupes anglophones, la majorité des participants, en particulier du groupe de la population en général, ont estimé que le ton utilisé était trop doux. De nombreux participants des groupes de jeunes et la plupart des participants du groupe des personnes plus âgées ont estimé que les publicités devaient transmettre sur un ton plus sévère la notion du devoir en vertu de la loi de remplir le questionnaire de recensement. Le mot «devoir» devrait être remplacé par «obligation». Les participants ont également estimé que le ton utilisé dans les publicités diffusées «après le recensement» était beaucoup trop doux, en donnant comme raisons que le délai pour remplir le questionnaire de recensement était expiré et que les citoyens se devaient de le remplir dès maintenant.

Tandis qu'un certain nombre de suggestions étaient formulées par les participants sur les moyens de renforcer le ton utilisé dans les publicités, la présence ou non d'explications dans les publicités sur les conséquences d'un refus à remplir le questionnaire de recensement a fait l'objet d'un long débat parmi ceux-ci. Au terme de quelques discussions, la plupart des participants ont fini par s'opposer à cette idée. Cependant, ils ont de nouveau insisté sur le fait que le ton utilisé dans les publicités était trop doux. La publicité diffusée «durant» le recensement, intitulée «Il n'est pas trop tard pour être du nombre!», ne leur est pas apparue assez sévère. De plus, certains participants ont remis en doute la nécessité de diffuser d'autres publicités (p. ex. : après la période de recensement) en donnant comme motifs que les citoyens devraient déjà être au courant de la tenue du recensement et qu'ils devraient savoir qu'ils ont l'obligation d'y participer.

Il mérite de souligner que le degré de connaissance envers le recensement était faible dans les deux groupes de discussion de Montréal et qu'il était pratiquement nul pour le groupe de la population en général. En fait, très peu de participants en connaissaient l'existence. Tous les participants ignoraient leur devoir en vertu de la loi à remplir le questionnaire de recensement. Les minorités visibles n'en avaient jamais entendu parler tandis que nous avons noté une confusion générale envers la nature du recensement et son fonctionnement. La plupart des participants ont cru qu'il s'agissait du recensement électoral et tous ignoraient qu'un questionnaire leur parvenait par la poste à domicile et qu'ils se devaient de le retourner également par la poste.

Il se peut que ces lacunes en regard du degré de connaissance, en particulier pour le deuxième groupe, expliquent en partie les raisons pour lesquelles les participants ont jugé que le ton utilisé dans les publicités devrait être plus sévère. Compte tenu le fort taux d'ignorance envers le recensement, toutes les informations ont été perçues comme essentielles par les participants qui ont aussi soulevé la nécessité pour les citoyens

d'être tenus au courant de leur devoir à remplir le questionnaire de recensement en vertu de la loi.

Ce sont les publicités des médias écrits qui ont reçu le plus grand nombre de critiques et de suggestions dans le but d'être modifiées. La plupart des critiques et suggestions ont porté sur le ton utilisé dans les publicités quoique certains participants aient émis des suggestions en regard de leur présentation graphique. Cependant, les modifications suggérées étaient très mineures et ce ne sont pas tous les participants qui étaient d'accord sur ce point. Le logotype ainsi que la présentation graphique en général ont reçu un accueil très favorable auprès des participants.

Les publicités diffusées sur les panneaux d'affichage ainsi que les autobus ont été extrêmement bien reçues par les participants, la quasi totalité d'entre eux les jugeant très attrayantes et colorées.

Les publicités diffusées à la radio ont également reçu des commentaires très positifs. Cependant, à l'inverse des groupes anglophones, la plupart des participants ont nettement apprécié la trame musicale des deux messages radio. Il est intéressant de souligner qu'un grand nombre de participants du deuxième groupe de discussion ont associé la trame musicale au système judiciaire en précisant que les première notes semblaient représenter des «coups de marteau d'un juge en cours». Tous les arguments relatifs au ton sévère ou doux utilisé et qui avaient été formulés lors de l'évaluation des publicités dans les médias écrits ont de nouveau fait l'objet d'une discussion, en particulier lors de l'évaluation du message radio diffusé après le recensement. En effet, de nombreux participants ont estimé que le ton utilisé dans ce cas était trop doux. La plupart des participants ont néanmoins jugé que les publicités étaient très dynamiques et enthousiastes.

# **E MONDE ÉCOUTE A RADIO COUTE LE MONDE**



**SOMMAIRE DES ÉTUDES RÉALISÉES POUR  
LE BUREAU DE COMMERCIALISATION DE LA RADIO DU QUÉBEC**

## Tout le monde écoute la radio...

Chaque semaine, 95 % des Québécois écoutent la radio. Pratiquement tous les ménages québécois possèdent un appareil radio et plus de 90 % en possèdent au moins deux... sans compter celui de l'auto!

## ...de plus en plus longtemps

La radio est plus populaire que jamais. En effet, les heures d'écoute de la radio se sont accrues de 20 % depuis les dix dernières années.

## ...et ce, toute l'année!

La radio rejoint aussi bien les consommateurs l'hiver que l'été. En tout temps, l'écoute de la radio ne varie que de 2 % de sa moyenne annuelle. Alors qu'à la télévision, on constate une chute de 30 % de l'écoute pendant l'été.

## Plus d'exclusivité à la radio

A la radio, l'environnement publicitaire offre plus d'exclusivité à l'annonceur que dans les médias imprimés, car en moyenne seulement 19 % du temps d'antenne est réservé à la publicité. Dans les quotidiens, en moyenne 50 % de l'espace est réservé à la publicité, alors que dans les hebdomadaires il peut atteindre jusqu'à 75 % du contenu.

## Des auditeurs fidèles!

Les auditeurs écoutent la radio en moyenne près de 24 heures par semaine. D'une grande fidélité, ils ne sintonisent que 2,1 stations de radio alors qu'en moyenne, les consommateurs écoutent entre 4 et 5 stations de télévision chaque semaine. Un avantage tangible pour les annonceurs de profiter d'un marché d'auditeurs moins fragmenté.



Sondages BBM

## Pour créer un maximum d'impact, il faut investir un minimum!

Il faut diffuser un minimum d'occasions pour obtenir une vraie performance. D'après nos recherches, le rappel moyen des campagnes dont le poids est supérieur à 300 PEB par semaine (ou un nombre équivalent d'occasions) sur une période de 3 semaines est de 41 % en comparaison de 23 % lorsque l'achat média est moindre. C'est ce qu'on appelle l'effet de seuil. C'est ce qui nous permet de recommander d'acheter un minimum de 900 PEB (ou un nombre équivalent d'occasions) à l'intérieur d'une période de 3 semaines.

## Plus on investit, plus c'est rentable!

Il existe une relation directe entre le nombre de diffusions d'un message et le résultat de rappel observé. D'après nos études, chaque 100 PEB (ou un nombre équivalent d'occasions) augmente de 4 points de pourcentage le rappel du message.

## La radio améliore l'image de marque!

Les gens qui ont entendu le message radio d'une marque donnée se font une image plus positive de celle-ci. En effet, les gens qui ont entendu un message radio gardent une image plus positive de la marque de 15 à 20 % supérieure à ceux qui n'y ont pas été exposés.

# LE MODÈLE D'EFFICACITÉ PUBLICITAIRE

Rappelle d'abord du message radio, puis il l'Apprécie. Il Développe par la suite une attitude favorable

Plus les consommateurs entendent votre

**R** «Après seulement trois semaines, 39 % des anglophones de Montréal se rappelaient avoir entendu notre message publicitaire. Je suis très impressionné par ce taux de rappel.»

Tom Dean  
Chef de Groupe Marketing  
Cosmair

COSMAIR



**A** «Nous sommes très heureux de voir que la campagne radio du Bureau d'assurances du Canada (BAC) ait obtenu un taux d'appréciation des consommateurs de 94 %, d'autant plus que l'appréciation d'un message est l'un des meilleurs signes de son efficacité.»

Francis Armstrong  
Vice-président directeur général  
PDG Stratégie Concept

**D** «La radio travaille sur l'image. Près de 80 % des gens ont déclaré que le message améliorerait leur perception de Tilden.»

Wanda Muszynski  
Directrice, service à la clientèle  
Publicité MBS

**TILDEN** avant tout

## LE MODÈLE D'EFF

**R**ECONNAISSANCE  
DU MESSAGE

**A**PPRÉC  
DU MESSAGE

**R** «58 % des adultes ont entendu notre message. C'est un résultat plus élevé que ce que j'aurais anticipé.»

Robert Larose  
Directeur de la publicité  
Pharmaprix

**PHARMAPRIX**

**A** «Le message de notre client, Neutrogena, a obtenu un taux global d'appréciation de 88 %. De plus, nous avons encore mieux performé auprès de notre groupe cible, les 18-24.»

Gloria Di Iorio  
Vice-présidente, directrice, service à la clientèle  
Publicité MBS

**Neutrogena®**

annonceurs qui ont participé à l'étude ont constaté que le consommateur se  
 devient Intéressé à se le procurer. Finalement, il Officialise le tout en achetant le produit ou le service.  
 plus ils progressent vers l'étape finale.



« Si vous voulez inciter les gens à acheter de l'assurance, il est important que les gens vous aient en tête. Or, notre notoriété spontanée a augmenté de près de 60 % après la campagne radio. »

Michel Boutin  
 Directeur des communications  
 Groupe Promutuel

# ÉTAPES DE LA PUBLICITÉ

1. **ÉTAPE FAVORABLE  
 AU PRODUIT**

« Lors de cette campagne, nous souhaitions continuer à améliorer notre image. Nous avons eu raison de choisir la radio, car 71 % des auditeurs nous perçoivent maintenant sous un jour plus favorable. »

Roger Michaud, O.D.  
 Membre franchisé  
 Iris Le Groupe Visuel

**IRIS**  
 LE GROUPE VISUEL  
 OPTICIENS - OPTICIENNES

2. **INCITATION  
 A SE PROCURER  
 LE SERVICE  
 OU LE PRODUIT**

« Les gens seront sûrement plus incités à se procurer notre produit car le pourcentage des répondants considérant que les pâtés Cordon Bleu se consomment en toute occasion a augmenté de 25 % après la campagne. »

Michelle Guibord  
 Chef de produit  
 J.R. Quimet

*Cordon Bleu*

**Magazine**

Claude Fortin  
 Directeur Publicité / Marketing  
 Le Groupe San Francisco

3. **OFFICIALIZATION  
 (ACHAT DU PRODUIT  
 OU DU SERVICE)**

« Nos ventes ont augmenté de 70 % pendant la campagne radio, un pourcentage deux fois plus élevé que dans les autres marchés où il n'y avait pas de campagne radio. »

Pierre Morin  
 Vice-président Marketing  
 JB Lefebvre

*jbLefebvre*

## Plus un message est aimé, plus il a de chance de performer!

Les messages publicitaires les plus appréciés ont aussi obtenu les taux de rappel les plus élevés.

## Répéter n'est pas un problème

89 % des gens qui ont été exposés à un message radio ne considèrent pas qu'il a été diffusé trop souvent.

Sur l'ensemble de la population, c'est seulement 3 % des gens qui se lassent d'un message diffusé.

## La radio : clair et net!

86 % des gens ont indiqué que les messages entendus étaient très clairs.

## La radio met votre marque dans la tête des gens

Les experts en marketing s'entendent généralement pour dire que la notoriété spontanée représente un bon indicateur de l'évolution des parts de marché à moyen et long terme. Or, d'après nos études, la notoriété spontanée augmente en moyenne de 8 % après les campagnes radiodiffusées. Autrement dit, la radio améliore votre position dans la tête des consommateurs.

## Le rejet des marques diminue de manière significative!

Comme tous les gens d'affaires le savent, minimiser les pertes équivaut à maximiser les profits : diminuer le taux de rejet d'une marque donnée signifie augmenter son potentiel de vente. Or, les marques qui ont participé à notre étude ont vu leur taux de rejet diminuer de 25 %. La radio rend la marque annoncée plus familière.

## Méthodologie

Les conclusions de cette étude proviennent de la compilation des données de 5 600 entrevues téléphoniques réparties sur 16 campagnes publicitaires radiophoniques. Pour les 12 campagnes francophones, Sherbrooke et Saguenay ont été généralement le marché-test et Chicoutimi, le marché-contrôle. Pour les 4 campagnes anglophones, chaque cas, une mesure pré-campagne était prise dans les deux marchés. Après la diffusion des campagnes, chacune ayant un poids publicitaire différent mais toujours réparti également sur 3 semaines, on reprit la mesure post-campagne dans les deux marchés. La même méthode fut suivie pour les 4 campagnes diffusées dans le marché anglophone de Montréal, mais toutefois sans marché-contrôle. Ce projet s'est déroulé entre novembre 1994 et mars 1995.

**Descarie & complices**  
Consultation et recherche en communication et marketing

## La publicité à la radio capte l'attention!

Au cours d'une session d'écoute, une série de messages publicitaires fut insérée dans des segments d'émissions de radio. Après seulement une ou deux diffusions, les messages ont bénéficié en moyenne d'un taux de rappel spontané exceptionnel de 46 % pour l'identification de l'annonceur. Bref, la publicité radio est entendue et retenue.

## La publicité fait réagir!

Équipés de commandes à distance, les gens devaient indiquer instantanément, de façon continue, leur appréciation de la programmation en cours. En fait, 75 % des participants ont réagi quand un message était diffusé.

## Le fond importe plus que la forme!

La pertinence du propos et la qualité de ciblage du message importent plus que la forme utilisée. Les effets sonores ou le slogan peuvent s'avérer utiles, mais ne sont pas essentiels.

## Un message radio crée des images!

Notre étude démontre que le public écoute activement et se représente mentalement des images claires de ce qu'il entend à la radio. De plus, les images mentales que les gens réussissent à se créer vont dans le même sens, encore qu'elles ne soient pas nécessairement identiques. Elles sont plutôt adaptées à la réalité de chacun.

## Et 30 secondes suffisent!

Puisque les messages de 60 secondes aient été légèrement mieux appréciés que ceux de 30 secondes, ces derniers ont obtenu de meilleurs résultats en ce qui a trait au rappel spontané du contenu du message, du nom de l'annonceur et du slogan.

## Méthodologie

Les résultats de cette étude proviennent d'une série de rencontres en laboratoire où un échantillon représentatif de 300 auditeurs, francophones (200) et anglophones (100), écoutant plus de 10 heures de radio par semaine, furent invités à écouter différents segments d'émissions radiophoniques dans lesquels on avait inséré des messages publicitaires. Équipés de commandes à distance, les participants devaient indiquer en tout temps leur appréciation de ce qu'ils entendaient. Par la suite, on leur posait une série de questions afin de vérifier les variables clés de l'efficacité publicitaire. L'étude s'est déroulée en janvier 1995.

**ComQUEST**  
RECHERCHE

ÉTUDE

# Les faits le confirment : la radio ça marche!

**BCRQ** Au service des annonceurs  
et des publicitaires

**On ne compte plus les annonceurs et les publicitaires  
qui l'ont constaté de nombreuses fois.**

**Les radiodiffuseurs en ont toujours été convaincus.**

**La radio  
est plus  
populaire  
que jamais :  
ses heures  
d'écoute ont  
augmenté  
de 22 %  
depuis 1985.**

Aujourd'hui, de récentes études viennent à nouveau confirmer l'efficacité de la radio.

On sait déjà que plus de 95 % de la population écoute chaque semaine la radio et Sondages BBM indique que les Québécois l'écoutent de plus en plus longtemps. Malgré l'arrivée de nouveaux médias, le volume d'écoute de la radio s'est accru de 22 % au cours des dix dernières années.

Comment expliquer ce succès?... Une relation privilégiée s'est développée et consolidée avec le temps, entre la station de radio et son auditeur. Une relation qui se traduit par une fidélité d'écoute constante toute l'année.

Fort de cette popularité d'écoute, les radiodiffuseurs voulaient démontrer l'impact et l'efficacité publicitaire de la radio : c'est ce que nous venons de faire. Le Bureau de commercialisation de la radio du Québec a demandé à deux maisons de recherche, soit Descarie & complices et ComQuest Recherche, de mesurer l'efficacité de la radio tant sur le plan quantitatif que qualitatif.

Quelque 5 600 entrevues téléphoniques ont été menées et pas moins de 300 auditeurs francophones et anglophones ont participé à des tests en laboratoire. Il s'agit des plus

importantes études à avoir été réalisées récemment par l'industrie de la radio au Canada.

Ces études nous ont démontré que plus que jamais, la radio est un média de fréquence et les auditeurs exposés à des campagnes radio ont une meilleure perception des marques annoncées. Elles nous confirment que la radio suscite de fortes images mentales et nous ont permis d'identifier un seuil d'efficacité publicitaire à la radio.

L'engagement des radiodiffuseurs dans la recherche sur l'efficacité de la radio s'inscrit dans une vision à plus long terme de son travail auprès de l'industrie publicitaire québécoise et des annonceurs.

**La radio est  
exception-  
nelle :  
fortement  
écoutée,  
particu-  
lièrement  
bien nichée  
elle repose  
sur des bases  
solides.**

Notre but est de démontrer, avec des outils de mesure rigoureux et éprouvés, que notre radio est créative, pertinente et efficace.

Alors, qu'on se passe le mot, plus que jamais au Québec, la radio ça marche!

La VP directrice générale  
**Lysé George**

**La  
rentabi-  
lité publici-  
taire naît d'un  
mariage  
clair et équi-  
libré.  
Le poids  
publicitaire  
minimise**

**MEMBRES DU BCRQ** CIEL 98,5 ANTENNE BLEUE FM • CHEF • CHUM LTD • COGECO RADIO-TÉLÉVISION INC. • DIFFUSION POWER INC. • LE GROUPE RADIO ANTENNE 6 AM/KYK FM • LE RÉSEAU DES APPALACHES AM/CFO FM • RADIOMÉDIA • RADIOMUTUEL INC. • RADIO NORD • STANDARD BROADCAST LTD • TÉLÉMÉDIA COMMUNICATIONS QUÉBEC.

**REMERCIEMENTS** LES ÉTUDES DU BCRQ FURENT MENÉES GRÂCE À LA GÉNÉREUSE COLLABORATION DU MINISTÈRE DE LA CULTURE ET DES COMMUNICATIONS DU QUÉBEC; DU MINISTÈRE DE L'INDUSTRIE, DU COMMERCE, DE LA SCIENCE ET DE LA TECHNOLOGIE DU QUÉBEC; DES RADIODIFFUSEURS MEMBRES DU BCRQ ET ENFIN DES ANNONCEURS J.B. LEFEBVRE, IRIS LE GROUPE VISUEL, LE GROUPE SAN FRANCISCO, LE BUREAU D'ASSURANCES DU CANADA, GROUPE PROMUTUEL, BANQUE CIBC, PHARMAPRIX, COSMAIR, BREUVAGES NORA, WEIGHT WATCHERS, HÔTEL DU PARC, TILDEN, NEUTROGENA, SHARP ET J.R. OUMET.

  
**RADIO**  
BUREAU DE COMMERCIALISATION  
DE LA RADIO DU QUÉBEC

## CF monte une promotion-balayage

augmenter son auditoire. Les derniers sondages « ha- » de BBM (les mesures d'auditoire dans les médias) ont montré que la station CF (les mesures d'auditoire dans les médias) a mis une promotion balayée - Vir- » de Montréal. Du 24 au 29 novembre, les annonces dans la Presse-Gazette invi-



George Goulakas, directeur du marketing et des ventes de CFCE.

Canada et l'Ontario.

« Nous avons conçu la promotion pour attirer des auditeurs à l'intérieur d'émissions bien spécifiques, populaires dans l'ensemble de notre auditoire, tant francophone qu'anglophone », dit George Goulakas, directeur du marketing et des ventes de CFCE. « Un de nos objectifs était d'ailleurs de faire des gains chez les francophones; c'est pourquoi nous avons annoncé dans la Presse-Gazette à reçu 80 000 appels de participation en cinq semaines. C'est nettement plus que ce que l'on obtient d'habitude dans ce genre de promotion, où l'on dépasse très rarement 10 000 appels par semaine. »

■ M.C.D.

## Le réseau d'affichage crée l'événement dans le métro

le réseau d'affichage dans les wagons du métro, met l'accent sur les événements spéciaux. L'afficheur organise, annonce, se au trésor. Nous créons l'événement dans le métro, dit Luc Qué- président, dé- des opérations commerciales, de.



Luc Qué, président de Téléclé.

reprise a créé un événement dédié aux opérations spéciales, avec, à sa tête, le directeur des promotions. L'opération promotion de ce lieu l'an dernier pour Noël, dit Luc Qué. Le directeur général de la compagnie de médias principal. Les opérations prévues ne leur conviennent pas, nous pouvons en créer sur mesure », dit Luc Qué. ■ V.P.

manulité par Via Route, et à l'automne, avec la Fédération des producteurs d'œufs du Québec. Les annonceurs nous demandent maintenant de leur proposer des idées de promotion; il fallait donc s'organiser.

Plusieurs projets sont en cours pour le deuxième semestre de 1995. Deux opérations « rentrée à l'école » sont prévues en septembre. Pour l'Halloween, comme l'automne passé, des vampires distribueront des sacs à surprises dans le métro. Enfin, l'opération « distribution de cadeaux - revient à Noël. Nous proposons ce calendrier d'événements aux annonceurs. Mais si les opérations prévues ne leur conviennent pas, nous pouvons en créer sur mesure », dit Luc Qué. ■ V.P.

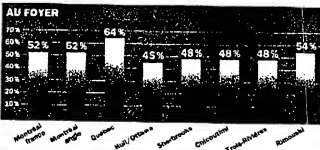
## OÙ ÉCOUTE-T-ON LA RADIO ?



Charles Choquette

Pour effectuer un meilleur investissement médias, bien au-delà des coûts par point et de l'environnement publicitaire, il faut tenir compte de l'état d'esprit des consommateurs au moment où la publicité leur est présentée. Voilà une des grandes forces de la radio: elle offre aux annonceurs toutes les catégories d'auditeurs à différents moments de la journée, dans différents états d'esprit.

Le lieu d'écoute de la radio peut avoir beaucoup d'influence sur ces états d'esprit. Toutefois, certains annonceurs ont des idées préconçues qui peuvent nuire à une bonne planification. Par exemple, on associe très souvent la radio à l'écoute dans l'automobile, principalement aux heures de pointe, soit à l'aller et au retour au travail. Or, la réalité est tout autre: l'écoute dans l'automobile ne représente qu'environ 20 % de l'écoute totale. C'est plutôt à la maison que les gens écoutent la radio.



L'effet des régions n'est pas très significatif. Même si les Montréalais ont l'impression de passer d'interminables heures dans leur voiture en plein trafic, la différence entre Montréal et les régions au niveau de l'écoute en voiture est relativement faible. Un Montréalais écoute en moyenne 5,8 heures de radio par semaine dans sa voiture alors qu'un Rimouskois en écoute 4 heures.

Nous voyons également que l'écoute dans la voiture n'est pas aussi fortement concentrée le matin et au retour qu'on l'aurait cru. À Montréal, ces périodes représentent 55 % de l'écoute en voiture et seulement 45 % à Trois-Rivières ou Rimouski. En région, les gens hésitent moins à effectuer des longues distances pour aller dîner ou simplement faire des courses. De plus, dans les marchés importants, le développement du transport en commun crée une diminution des heures d'écoute dans la voiture.

La radio peut être très efficace lorsqu'on connaît toutes les subtilités propres à chaque région. Mais pour ce faire, il faut éviter tout jugement rapide de Montréalais qui pense en Montréalais. ■

Charles Choquette est président de l'agence de placement médias Paul Martel.

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## M E M O R A N D U M

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**TO:** Radio Marketing Bureau  
Member Sales Managers

**FROM:** Brian W. Jones

**RE:** STATS CAN

**DATE:** February 14, 1996

May 14, 1996 is census day in Canada (the last one was five years ago). This time around the media will not include TV, but will extensively use radio (and print). The planning was done by McKim (Winnipeg) and the buy will come from Genesis amounting to about \$500-600M. It will be placed across a broad array of markets and the buy will start in a couple of weeks.

The objective is to encourage people to fill out their census forms and to communicate that the information is confidential.

The plan is to advertise the week of May 9 with a follow up for troubleshooting (areas where returns are weak).

Since this campaign excludes TV, it is in our best interests to show we can do as much with less. As a result, I am asking you to give the campaign as much added support as possible with on air announcements etc. on and around census day. Commercials and scripts will be supplied closer to the on-air date.

If you have any questions, please do not hesitate to call.

My best regards,



Brian W. Jones

*From the desk of ...*  
Brian W. Jones  
President and C.E.O.  
Radio Marketing Bureau Inc.  
146 Yorkville Avenue  
Toronto, Ontario  
M5R 1C2

Tel: (416) 673-6757  
Fax: (416) 622-6642

## IMPORTANT NOTICE

CENSUS · 1996 · RECENSEMENT

MAY 14

*Count Yourself In!*



LE 14 MAI

*Soyez du nombre!*

Census day is May 14, 1996. We need your help to prepare for the Census.

In March and April, census staff will be contacting residential property managers for information about occupancy, access procedures and contact persons in the buildings. The Statistics Act provides the authority to census representatives, who are easily identifiable by their id, to gain access to buildings in order to collect information for the Census.

The 1996 Census is important for all Canadians. Your cooperation will permit census workers to effectively do their job. Your assistance will be greatly appreciated.



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Canada

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Canada

Canada

1996 CENSUS



MAY 14 Count Yourself In!

## CENSUS COMMISSIONER THE JOB FOR YOU ?

**The Job:** Hire, train and supervise 12 to 18 enumerators for the 1996 Census.

**Qualifications:** Managerial experience (hiring, training, supervision).  
Available for full-time work including evenings & weekends.  
Have full-time use of a motor vehicle.

**Duration:** March 4 to June 28, 1996      **Pay:** \$8,000 plus expenses

Send or fax application before February 23 to:  
Jackie Fillion, Census Area Manager  
6021 Parkviwe Place, RR1, Lookout Site, C78  
Sechelt, BC V0N 3A0  
Fax: 1-604-885-9030

(Only candidates to be interviewed will be contacted.)

 Statistics  
Canada

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Canada





## APPLY NOW!

**CENSUS COMMISSIONERS NEEDED IN  
DOWNTOWN TORONTO: YOU MUST LIVE  
BETWEEN THE HUMBER RIVER AND**

**COXWELL; SOUTH OF EGLINTON AVE TO LAKE ONTARIO**

For a motivated individual with good supervisory skills and judgement - you will hire, train, and supervise Census Representatives in your area.

- must undergo a written test designed to measure ability to understand written instructions and read maps.
- valid driver's license and the use of a car is required in some areas.
- Must be fluent in English (other languages an asset).
- Must be 18 or over.
- Must reside in Toronto.
- Must be available and willing to work on a full-time basis (including some evenings and weekends) from March 4 to June 28, 1996.
- Closing date: February 9, 1996.

Please apply by said closing date quoting reference CDM #3-3400, and send your resumé to: 1996 Census Recruitment Officer, P.O. Box 1996, Postal Station Q, Toronto, ON. M4T 2T6. Fax: (416) 954-1996.



Statistics  
Canada

Statistique  
Canada

Canada



## JOIGNEZ LES RANGS!

**COMMISSAIRES AU RECENSEMENT -  
TORONTO CENTRE-VILLE: VOUS  
DEVEZ DEMEURER ENTRE LA RIVIÈRE  
HUMBER ET L'AVENUE COXWELL; AU SUD DE  
L'AVENUE EGLINTON JUSQU'AU LAC ONTARIO**

S'adresse à des candidats(es) dynamiques et consciencieuses - vous serez responsable de l'embauche, la formation et de la supervision des Recenseurs dans un secteur assigné.

- Les postulants(es) devront subir un examen écrit visant à mesurer leur compétence en lecture et leur capacité d'interprétation de cartes.
- Doit être bilingue (français et anglais)
- Avoir un permis de conduire valide et avoir en tout temps l'usage d'un véhicule automobile (selon le secteur assigné).
- Doit être âgé de 18 ans ou plus.
- Doit être disponible pour travailler à temps plein (y compris le soir et les fins de semaines) du 4 mars au 28 juin 1996.

Veuillez faire parvenir votre curriculum vitae avant le 9 Février, 1996, à Recrutement Recensement 1996, C.P. 1996, Station Q, Toronto, ON. M4T 1M4. Télécopieur: 416 954-1996.



Statistique  
Canada

Statistics  
Canada

Canada

## APPENDIX/APPENDICE 38

There's a certain pride that comes from living in the North and Northerners are extraordinarily proud people.

Canada's Northern Census will be held in March and it's an opportunity for all of us to help in the decision-making process for the future of our region.

New territories are being established and the confidential information we provide will be vital in areas such as housing, education, jobs and health care. Whether you are from Nunavut or the Western Territory, please join me -- answer the Census -- and COUNT YOURSELF IN.

## NORTHERN CENSUS 1996

### MEDIA PLAN

<b>Target Group:</b>	All residents of the following market areas.
<b>Defined Market Area:</b>	Coast of Labrador Northwest Territories (Western Territory, Nunavut) Yukon Northern Quebec
<b>Census Period:</b>	February 24 - March 18, 1996
<b>Campaign Period:</b>	February 18 - March 15, 1996

**Messages:** Messages for this campaign will inform residents of the Northern Communities of the following:

- where and when Census Representatives will be available to "Count Yourself In". A complete list of dates and destinations has been provided to the Agency.
- that it is important to make sure that everyone is counted
- the importance of the Census to the Northern communities particularly in light of the formation of the Western Territory and Nunavut

**Market Destinations:** Sachs Harbour, Tuktoyaktuk, Akjaviik, Paulatuk, Ft. McPherson, Tsiigehtchic, Inuvik, Colville Lake, Fort Good Hope, Fort Norman, Deline, Resolute Bay, Grise Fiord, Cambridge Bay, Umingmaktok, Bathurst Inlet, Coppermine, Holman, Gjoa Haven, Taloyoak, Pelly Bay, Repulse Bay, Coral Harbour, Baker Lake, Chesterfield Inlet, Arviat, Whale Cove, Rankin Inlet, Iqaluit, Sanikiluaq, Lake Harbour, Cape Dorset, Arctic Bay, Nanisivik, Pond Inlet, Clyde River, Pangnirtung, Broughton Island, Igloodik, Hall Beach.

**Objective:** To maximize awareness amongst all residents in the Defined Market Area of the above messages.

**Media Recommendations:** A combination of radio and print including weekly newspapers and magazines is recommended to cover this wide area.

# PRINT LIST

<u>Publications</u>	<u>Circulation</u>	<u>Maximum No Insertions</u>
<b>Weekly Newspapers</b>		
News North	8,934	4
Markets Covered: All English		
Tusaayaksat	1,100	4
Markets Covered: Inuvik & area English and a Regional Dialect		
Iqaluit Nunatsiaq News	6,050	4
Markets Covered: Nunavut & Nunavik regions English, Inuktitut, and French		
Inuvik Drum	1,238	4
Markets Covered: Sachs Harbour, Tuktoyaktuk, Akjaviik, Paulatuk, Ft. MacPherson, Tsiigehtchic, Inuvik, Holman English, and a Regional Dialect		
Kivalliq News	n/a	4
Markets Covered: Repulse Bay, Corol Harbour, Baker Lake, Chesterfield Inlet, Arviat, Whale Cove, Rankin Inlet English and Inuktitut		
<b>Magazines</b>		
Above & Beyond	30,000	1
Nunavut Business Directory	7,000	1
Up Here Life In Canada's North (The Northern Explorer)	27,330	1

## **RADIO RECOMMENDATION**

**Schedule:** 20 - 30 spots per week for the four week campaign period airing on the following stations:

**CKNM-FM** Yellowknife

**CJCD** Yellowknife

**CKRW  
& affiliates** Whitehorse (to cover any communities being included in the Northern Census)

**CJRM** Labrador

**CFWE** (Edmonton) Broadcasts to various Aboriginal Communities in Northern areas.

Whapmagoostui (cri)	21-02-1996 au 24-02-1996
Kuujjuarapik	21-02-1996 au 29-02-1996
Umiujak	27-02-1996 au 29-02-1996
Inukjuak	01-03-1996 au 07-03-1996
Povungnituk	09-03-1996 au 14-03-1996
Akulivik	16-03-1996 au 19-03-1996
Ivujivik	16-03-1996 au 18-03-1996
Kuujjuaq	20-02-1996 au 29-02-1996
Kangiqsualujuaq	02-03-1996 au 07-03-1996
Taslujaq	02-03-1996 au 05-03-1996
Aupaluk	02-03-1996 au 05-03-1996
Kangirsuk	07-03-1996 au 09-03-1996
Quaqtaq	12-03-1996 au 14-03-1996
Kangiqsujaq	15-03-1996 au 19-03-1996
Salluit	12-03-1996 au 19-03-1996

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**TELECASTER COMMITTEE OF CANADA**

**890 Yonge Street, Suite 604  
Toronto, Ontario  
M4W 3P4**

**Tel: (416) 928-6092  
Fax: (416) 924-7644**

**APPLICATION FOR  
REGISTRATION OF  
PUBLIC SERVICE ANNOUNCEMENTS**

## FOR USE BY GOVERNMENT AND NON-CHARITABLE AGENCIES

- 1) NAME OF GOVERNMENT DEPARTMENT:

STATISTICS CANADA

- OR NAME OF NON-CHARITABLE ORGANIZATION:

ADDRESS: R.H. COATS BUILDING, TUNNEY'S PASTURE

CITY: OTTAWA

PROV: ONTARIO

POSTAL CODE: K1A 0T6

Contact responsible for PSA registration NAME: DALE SEWELL

TELEPHONE: (613) 951-0444 FAX: (613) 951-0930

- 2) What is the objective of your public service announcement?

CREATE AWARENESS OF THE 1996 CENSUS

- 3) a) What are your campaign dates?

MAY 11, 1996 TO MAY 24, 1996

- b) What station(s) are you planning to have your public service announcement(s) aired on?

LOCAL, REGIONAL & NATIONAL NETWORK  
& CABLEVISION

- 4) Is your target audience? Local \_\_\_\_\_ Regional \_\_\_\_\_ National X

- 5) a) Is this your organization's first request for a PSA? Yes \_\_\_\_\_ No X

- b) If no, please indicate date of your last campaign and what station(s) your public service announcement(s) aired on.

JUNE 1991, NOT SURE OF WHAT STATIONS USED THEM.

- 6) Do you have a budget for paid advertising? Yes X No \_\_\_\_\_

If yes, please indicate amount \$ 3,000.000

INCLUDES DEVELOPMENT, PRODUCTION, SHIPPING ETC.

- 7) Has your paid advertising budget been donated? Yes \_\_\_\_\_ No X

- 8) What dollar value of paid advertising and promotion will be spent in the following areas (if applicable)?

Magazine \$ NIL

OUT OF HOME \$750,000

Newspapers \$ 750,000

Direct Mail \$ NIL

Displays (all types) \$ NIL

Radio \$ 750,000

Television \$ NIL

CONTINGENCY - NOT

(N.B. Total must correspond with above budget amount)

ALLOCATED

\$750,000

- 8) Name of advertising agencies (if applicable)

Contact:

Tel: (204) 284-2221

MCKIM

- NOT INVOLVED IN DEVELOPMENT OR  
PRODUCTION OF P.S.A.S.

We hereby certify that the above statement of information is true and correct in every detail.

Signature: Dale Sewell

Date: April 12, 1996

Title: Manager, Census Communications

Name (printed): DALE SEWELL

Tel: (613) 951-0444

**FOR COMPLETION BY GOVERNMENT DEPARTMENT ONLY**

A) What division of your department is this campaign intended to promote?

1996 CENSUS

If to promote another department, please specify.

N/A

DATE: APRIL 12, 1996

AGENCY NAME &amp; ADDRESS:

MCKIM - NOT INVOLVED  
IN PSAs.

ADVERTISER:

PRODUCT:

BOOKED UNDER:

NO. OF COMMERCIALS ATTACHED:

LENGTH:

X 15  
X 30  
X 60  
X OTHER

CONTACT:

PHONE: ( )

FAX: ( )

FOR TELECASTER COMMITTEE USE ONLY

ONE NUMBER

ADVERTISER BRAND

CATEGORY

CLASSIFICATION

COMMENTS

SCRIPT DUB FAX

DUB: PICK UP DISCARD

COMMERCIAL TITLE	COMM. ID.	LENGTH	OTHER REGULATORY BODY CLEARANCE NUMBERS WHERE APPLICABLE				
			HEALTH CANADA # & DATE	ASC FOOD/COSM. # & DATE	CRTC BEER & WINE # & DATE	PROV. LIQ. BD # LETTER, APRVL. DATES	ASC KIDS # & DATE
1996 CENSUS							
- YOUTH	PSA-001-96	30					
- ANTHONY KAVANAGH	PSA-002-96	30					
- J. BELLIVEAU	PSA-004-96	30					
- LESLIE NEILSON	PSA-003-96	30					
- MR. BLAKENEY	PSA-005-96	30					
- MS WIEBE	<del>00</del> PSA-006-96	30					

SEND WITH ONE COPY OF SCRIPT TO: TELECASTER COMMITTEE OF CANADA INC, SUITE 604, 890 YONGE STREET, TORONTO, ONTARIO, M4W 3P4 OR FAX (416) 924-7644

THE TELECASTER ONE NUMBER IS APPLIED ONLY WHEN ALL REQUIRED APPROVAL NUMBERS &amp; DATES HAVE BEEN RECEIVED.

PLEASE INDICATE TOTAL NUMBER OF PAGES BEING SUBMITTED 1

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## PUBLIC SERVICE ANNOUNCEMENTS

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Organizations submitting public service announcements (PSAs) for approval must first be registered with the Telecaster Committee of Canada Inc. Application forms may be obtained from, and should be submitted to:

Mary Lepage  
Telecaster Committee of Canada Inc.  
890 Yonge Street, Suite 604  
Toronto, ON M4W 3P4  
Tel: (416) 928-6046  
Fax: (416) 924-7644

Following registration, *as recorded* scripts or storyboards or VHS cassettes should be sent to Mary Lepage, Telecaster Committee, Toronto (English language PSAs), or to Lidia Spagnuolo, Telecaster Committee, Montreal (French language PSAs).

Product identification or corporate endorsement for a service or organization will render the commercial unacceptable as a PSA. The advertiser/agency may wish to consult with the Telecaster Committee regarding the status and qualification of the organization.

Where applicable, all PSAs must have all other clearances required, for example, health claims - Health Canada clearance; nutrition - Canadian Advertising Foundation clearance.

A public service organization's registration with the Telecaster Committee is valid for ONE (1) year, and approved PSAs are valid for ONE (1) year from the approval date of registration.

May 17, 1996

STATISTICS CANADA  
R.H. Coats Building, Tunney's Pasture  
Ottawa, Ontario  
K1A 0T6

Attention: Dale Sewell


Please be advised STATISTICS CANADA has qualified for public service announcement time from MAY 10, 1996 to MAY 10, 1997.

**If you have not yet submitted** the public service announcement(s) you wish to be approved, remember, we need either a 3/4" or VHS cassette, or a script which depicts both audio and video portions. In addition to your cassette or script, please include the complete Telecaster commercial submission form. However, if you have received your Telecaster number(s) you do not have to re-submit copies of your public service announcements.

English language public service announcements must be submitted to Mary Lepage, 890 Yonge Street, Suite 604, Toronto, ON, M4W 3P4. French language public service announcements must be submitted to Lidia Spagnuolo, 550 Sherbrooke Street West, Suite 980, Montreal, QC, H3A 1B9.

If you have any questions, please call me at (416) 928-6046.

Yours truly,



Mary Lepage  
Commercial Coordinator

c.c. Lidia Spagnuolo, Telecaster Committee of Canada Inc., Montreal



\*\*\*\*\* TELECASTER COMMITTEE OF CANADA \*\*\*\*\*

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ELECASTER ONE NUMBER(S) AS REQUESTED.

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PAGE: 1

0: MICHELLE LACOMBE

AGENCY FAX #: (613) 952-1003

AGENCY: ADVERTISING MANAGEMENT GROUP

DATE: 05/10/96

ROM: Mary Lepage, Commercial Coordinator

TELECASTER PHONE: (416) 928-60

DVERTISER: STATISTICS CANADA

itle: YOUTH	Product: CENSUS	Length: 60
gency Comm1. #: PSA-001-96	Telecaster #: S552CE01-0597	Post 9: 1
itle: ANTHONY KAVANAGH	Product: CENSUS	Length: 30
gency Comm1. #: PSA-002-96	Telecaster #: S552CE02-0597	Post 9: 1
itle: I.BELLIVEAU	Product: CENSUS	Length: 30
gency Comm1. #: PSA-004-96	Telecaster #: S552CE03-0597	Post 9: 1
itle: LESLIE NEILSON	Product: CENSUS	Length: 30
gency Comm1. #: PSA-003-96	Telecaster #: S552CE04-0597	Post 9: 1
itle: MR.BLAKENEY	Product: CENSUS	Length: 30
gency Comm1. #: PSA-005-96	Telecaster #: S552CE05-0597	Post 9: 1
itle: MS WIEBE	Product: CENSUS	Length: 30
gency Comm1. #: PSA-006-96	Telecaster #: S552CE06-0597	Post 9: 1

\*\*\*\*\* LE COMITÉ DES TÉLÉDIFFUSEURS DU CANADA \*\*\*\*\*

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O D'APPROBATION, TEL QUE DEMANDÉ.

=====

PAGE: 1

Michelle Lacombe

FAX - AGENCE: (613) 952-1003

E: Statistics Canada

DATE: 05/10/96

idia Spagnuolo

TÉLÉPHONE: (514) 987-1917

CEUR: STATISTIQUES CANADA

: YOUTH	Produit: RECENSEMENT '96	Durée: 60
PSA-001-96	# Télédiffuseurs: S031RE01-0597	
: ANTHONY KAVANAGH	Produit: RECENSEMENT '96	Durée: 30
PSA-002-96	# Télédiffuseurs: S031RE02-0597	
: JEAN BELLIVEAU	Produit: RECENSEMENT '96	Durée: 30
PSA-004-96	# Télédiffuseurs: S031RE03-0597	

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